OSMETICS . TOILET PREPARATIONS



2286

A Sales Force

COLLAPSIBLE METAL TUBES METAL SPRINKLER TOPS

HOUSEHOLD CAN SPOUTS
APPLICATOR PIPES

N today's competitive market, your package must not only give product protection and convenience-in-use, it must have sales force. . . . WIRZ Design and Manufacturing Division excels in the development of sales emphasis at point-of-use—in the consumer's hand. . . . Why not take advantage of this WIRZ Service now and gain that extra sales force for your product?

A. H. Wirz, Inc.

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A. G. Spilker

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Waraburg Bros.

HAVANA, CUBA Roberto Ortis Planos



TTO ROSE d'OR is the product of a lifetime of specialization on the part of Pappazoglou of Bulgaria. This aristocrat of Ottos is proudly offered by Pappazoglou as bis own distillation. With each passing decade Otto Rose d'Or continues as its own best advocate, consequently, we invite you to initiate any comprehensive series of tests with this product, which you may care to devise.

#### UNGERER and COMPANY

13-15 WEST 20th STREET

**NEW YORK** 

Philadelphia

Los Angeles Houston New Orleans

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# This label is your guarantee



Distilled at Linden, New Jersey, U. S. A., by

W. J. BUSH & CO.

(INCORPORATED

from selected Mysore heartwood [Santalum Album Linné]

NET WEIGHT 25 POUNDS

Genuine Mysore Sandalwood Oil distilled from selected Mysore heartwood is recognized as the standard of quality by leading Perfumers the world over.

The delightful effect imparted by Mysore oil cannot be satisfactorily duplicated by any other perfume material.

Always specify MYSORE Oil and insist on sealed and serially numbered containers.

Sole Agent for the United States W. J. BUSH & CO., Inc., New York

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"ye Oldeste Essence Distillers"

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INCORPORATED

Essential Oils . . Aromatic Chemicals . . Natural Floral Products

NEW YORK, N. Y.

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# GEORGE LUEDERS & ...

427-429 WASHINGTON ST., NEW YORK

factory: Brooklyn . . . branches: Chicago, San Francisco, Montreal, Mexico City

Established 1885

#### TONQUIN MUSK

FROM CHINA



Notwithstanding the deplorable conditions prevailing in China, several shipments of Musk have come through and we have advices of others to follow. The only difficulty we are experiencing is delay in transit, owing to the fact that the few, if any, steamers are calling at Shanghai. The several shipments which have come to us in the past month, are as fine in quality as any we have ever received. Therefore do not hesitate in sending us your orders—our shippers know from long experience of our exacting requirements—and we will be able to deliver subject to a little delay as mentioned above.

## CIVET SPECIAL

FROM ETHIOPIA

Real fine Civet of the high standard of our "Special" is more difficult to obtain than at any time for years back. We have received but few lots in the past year, each shipment only a matter of a few horns. Therefore we advise placing orders well in advance. We will take care of your wants if you will bear with us in the matter of delivery. Every indication points to continued scarcity of real pure Civet.

Sole Agents for

CAMILLI, ALBERT & LALOUE GRASSE, FRANCE

Manufacturers of the famous

MAXIMAROMES

The World's Finest Natural Flower Essences

Published monthly by Robbins Perfumer Company, Inc., 9 E. 38th St., New York, N. Y. Volume 36, No. 1. Subscription rates, payable in advance; United States \$3.00 a year; Canada \$3.00; Foreign \$4.00. Single copies 30c. Entered as second class matter January 14, 1937 at the Post Office at New York, N. Y. under the act of March 3, 1879,



The fact that "eye-appeal means buy appeal" has never been truer than in today's trend of modern selling. VISIBILITY of the product through pertest transparency of its container is the outstanding motive force in closing sales—and Kimble Glass Vials are conclusively proving this on dealers' counters and shelves from coast to coast.

Made only of the finest, clear glass—free of "stones" and streaks, uniformly annealed and strain-free—Kimble Vials are turning sales curves upward for many a product. The contents of one of these crystal vials are instantly and completely inspected by the buyer without distortion and with perfect sanitation. Safe within these durable walls of glass, nationally famous products travel economically to every corner of the merchandising world—moisture-proof, air-tight and fresh.

If your sampling or packaging problem con-ecrus drugs, perfumes, or cosmetics—oils, pow-ders, liquids or chemicals—candies, food products or extracts—consult Kimble FIRST on this low-cost, versatile, sales-winning line of pocketsize containers. Types, sizes and styles of closures are available to meet any modern demand.



The Visible Guarantee of Invisible Quality

KIMBLE GLASS COMPANY . . . . VINELAND, N. J.

NEW YORK · · CHICAGO · · PHILADELPHIA · · DETROIT · · BOSTON

January, 1938



so lustrous, so gleaming, at first glance. So lustrous, so gleaming to use. A new texture that stays permanently glowing to the last particle—that doesn't dull or "sweat" with exposure or age.... Highly indelible. Non-greasy. Non-toxic. Velvet smooth in application.... All existing shades can be matched perfectly.

RADIANCE LIPSTICKS are self-selling. To see them is to want them. Write or wire today for samples!

We make private brand cosmetics exclusively. We do not compete with those we serve.

ROUGE COMPACTS · CREME ROUGE
EYE SHADOW · FACE POWDER
POWDER COMPACTS · COSMETIQUE

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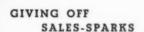
CABLE ADDRESS: HELFLABS, NEW YORK . CHICAGO . TORONTO



BALDWIN & BALDWIN • 819 Santee St. • Los Angeles, Calif.

CHARLES H. CURRY • 420 Market St. • San Francisco, Calif.





The rich appearance of this container adds "quality" to the product. It is attractively lithographed in three colors, and has a con-

venient shaker top (also lithographed), easily regulated by turning the cover. Make it radiate "reasons-why" for buying. Give your product the protection and attractiveness that sell it not only the first time, but again and again. Canco containers are convenient, protective, attractive and economical.

#### PROTECTS THE PRODUCT

Packing ignition parts in tamper-proof fibre containers is an example of the many "different" packaging problems successfully met by Canco. These containers protect the products from dust and dirt, facilitate stacking, make possible a speedy inventory, and assure customers of genuineness and quality.



#### BEAUTY PLUS UTILITY MAKE GOOD SALES CONDUCTORS

This beautiful, color-lithographed stock box is one of many Canco designs and sizes. It has a variety of uses—for candy, fruit cake, cookies, etc. The containe: itself will be treasured long after the contents are gone. Why not pack your product in one of these attractive metal boxes for special occasions? Write Canco today and discover how economically it can be done.

#### TOYING WITH A NEW PROBLEM

Another example of the adaptability of Canco containers to many different fields is this metal and fibre novelty package. It becomes part of an amusing mechanical toy. Perhaps you have an unusual packaging problem. If so, Canco has an economical answer for you.





#### AMERICAN CAN COMPANY

230 PARK AVENUE, NEW YORK, N. Y.

104 SOUTH MICHIGAN AVENUE, CHICAGO 111 SUTTER STREET, SAN FRANCISCO WORLD'S LARGEST MANUFACTURER OF METAL AND FIBRE CONTAINERS



Balance

Salance is as important in perfuming as in dancing.

In dancing, it's the rhythmic co-ordination of every nerve and movement that makes for beauty.

In toiletries, it's the co-ordination of perfume art and scientific experience that makes a masterpiece.

The creation of a perfume is an inspiration of art, yet the steadying hand of science has its important place; to make the essence effective, lasting and non-irritating in the finished product.

This balance between art and science makes for perfection in perfumery. Consult us with your perfuming problems and let us suggest a balanced perfume.

van Ameringen-Haebler, Inc.

315 Fourth Ave., New York City







# Hand Blown Bottles

When making your Easter plans for perfumes and Eau de Colognes, let us show you what Carr-Lowrey has to offer either in stock designs, as are illustrated here, or in ideas and sketches for a private mould bottle.

Illustrated: No. 384—6 oz. (Design Patent D-103495) No. 368— $\frac{1}{2}$  and 1 oz. (Design Patent D-107225)

# Carr-Lowrey Glass Co.

FACTORY & MAIN OFFICE: BALTIMORE, MD.

NEW YORK OFFICE: 500 Fifth Avenue, Room 1427; Phone: CHickering 4-0592 CHICAGO OFFICE: 1502 Merchandise Mart; Telephone: WHitehall 4326

#### ON WITH THE SHOW

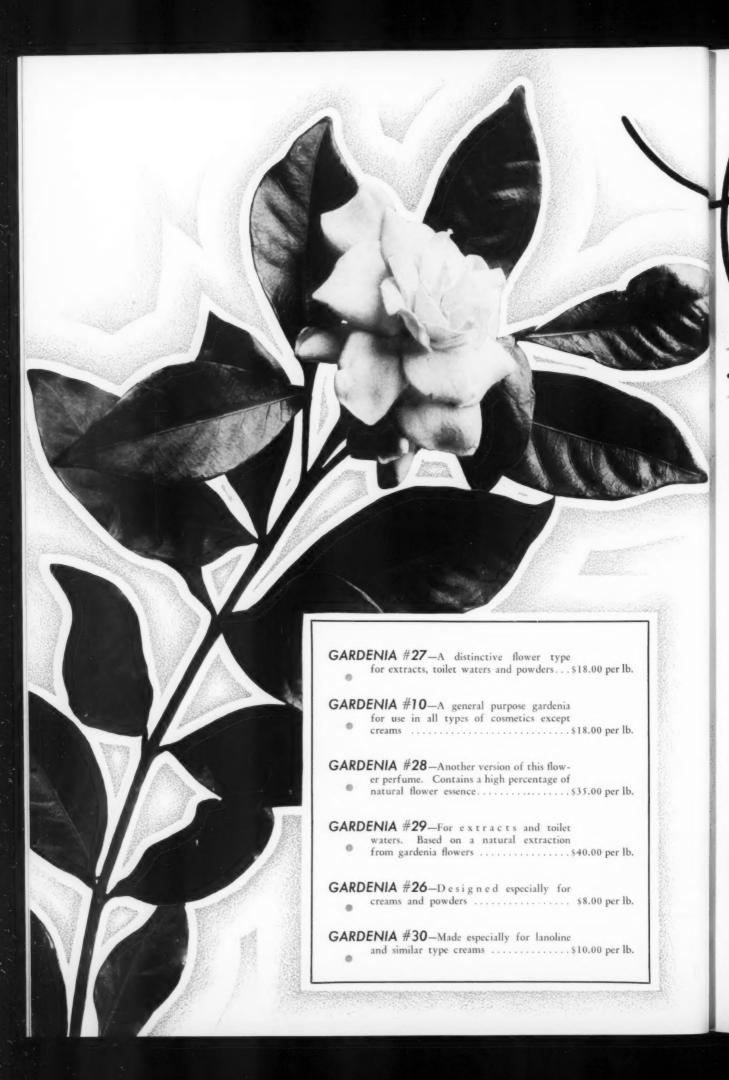
S the curtain rises for Act I, Scene I of the Pageant of 1938, let us take the stage, confident and with one resolve: To put into our parts the best performance of which we are capable.

It is true, our roles may prove more difficult and the audience more exacting than heretofore, but having studied our parts and learned them well, this should not deprive us of the opportunity to score a signal triumph. In fact, the more critical the audience, the more generous will be their approval of effort that is truly deserving.

So, with that determination, let's on with the show; may it have a fine plot and a happy ending!

FRITZSCHE BROTHERS, INC.





# A PERENNIAL FAVORITE

DOR fads may come and go but the popularity of gardenia goes on and on. Each year finds this compelling fragrance winning more devotees to the perfumes, toiletries and cosmetics in which it is used. For the manufacturer, therefore, who wants an assured market for his new product, gardenia is a wise and logical choice. For those, however, who seek a more original note, modified versions of gardenia provide a modern and ever popular appeal.

On the page opposite we list a group of six gardenia specialties. These were selected from among dozens of gardenia compositions developed in our laboratories to meet certain specific applications and costs. They are suggested here for their exceptional quality and value in connection with the uses recommended. Samples of these will be furnished gladly upon request. Obviously these few cannot meet every condition. In such cases we suggest that the manufacturers write our Special Perfume Division in full detail for recommendations that will meet their individual purposes and costs.

"Fragrance Creates Sales Appeal"

# FRITZSCHE

816 WEST 8TH STREET LOS ANGELES, CAL.
Proprietors of PARFUMERIES de SEILLANS Seillans, France
FRITZSCHE BROTHERS, of Canada, Ltd., 77-79 Jarvis St., Toronto, Canada

Brothers, inc.

PORT AUTHORITY COMMERCE BLDG.
76 NINTH AVENUE, NEW YORK, N. Y.
118 WEST OHIO ST. CHICAGO, ILL.

# NEW!

# LOW PRICED, ALL-PURPOSE PERFUME CONCENTRATES

HIS new group of French type perfumes will enable manufacturers to bring to the American woman her favorite fragrance at a cost well within her means. All twelve of these concentrates have been made to sell for less than \$10 per pound. They may be used in extracts, toilet waters and face powders, and in the popular, new pomade-type perfumes now gaining in vogue. Their low price is, by no means, a true reflection of their worth . . . as a trial will readily convince you. Send for a sample, today.

GARDENIA # 8—An excellent reproduction of this popular flower.

**BOUQUET** # 128—A "lifting" Aldehyde type blended with Oak Moss and Orchid.

BOUQUET # 129—A modern, soft, flower type, characterized by Aldehydes.

BOUQUET # 130—A typical French boquet, neither light nor heavy.

**BOUQUET** # 131—A light flower bouquet based on Ylang Ylang, Lilac and Muguet.

BOUQUET # 132—Orris, Labdanum and Jasmine bouquet—one of the most popular of the day.

**BOUQUET** # 133—A brilliant, light, flower perfume.

**BOUQUET** # 134—S weet "precious wood" type.

BOUQUET # 135—Heavy Oriental type.

**BOUQUET** # 136—A modern version of the Oriental.

**BOUQUET** # 137—An outdoor type with peculiar green character.

BOUQUET # 138—An intensely sweet, persistent Oriental.



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PRODUCTOS FRITZSCHE BROTHERS, S. A.

Mesones 24, MEXICO, D. F.

PARFUMERIES DE SEILLANS, SEILLANS (VAR), FRANCE

Animals trained and photographed by Harry Whittier Free

# THE 0-1 SALESMAN WANTS TO TELL YOU HOW TO INCREASE YOUR SALES WITH AN Salespackage"

YES SIR, the O-I Salesman has some mighty interesting facts to tell you about Salespackages-and how they put life into lagging sales! From the moment the retail clerk unpacks your merchandise -until the customer has completely used your product-O-I Salespackages build business and goodwill. The retailer knows that smart packages sell goods—so he gives Salespackages preferred display positions. This smart appearance of a Salespackage stops customers—and makes sales! Come to Salespackage Headquarters with your glass container, closure, label and carton problems. Owens-Illinois Glass Company... Toledo, Ohio... Branch offices in most principal cities.



Ask about the popular O-I Classic Oblong (Design patent No. 94824)—a real sales builder, with either Caseal or O-I molded cap.

OWENS-ILLINOIS GLASS COMPANY

"Jirst in Glass"

# DE LAIR E EST. 1878 AROMATIC CHEMICALS & SPECIALTIES

To achieve the finest results most perfumers find it necessary to rely at least partially upon finished specialties.

You will find among the well known creations of Fabriques deLaire many distinctive notes with which to create original and striking effects.

#### FLORAL BASES

GARDENIA 83

JASMIN VRAI

LILAS TRIPLE

MIMOSA 6
OEILLET 232 (Carnation)
SWEET PEA DOUBLE

#### SPECIAL NOTES

APIGRAVIS (Celery Note)
DECACHYS
FLORANOL 160

MOUSSE DE SAXE NISSONIA SINALIA

#### FIXATIVES

AMBREINE

CIVETTE POWDER No. 1 MIEL POUR SAVONS SCATOL

STYRAX ESSENCE VANILLONE

CONSULT OUR AMERICAN AGENTS



DODGE &

180 VARICK ST., NEW YORK, N. Y.



These oils, famous for high quality and uniformity for over a century, are marketed by W. SANDERSON & SONS (Messina, Sicily—Founded 1817).

#### LEMON

#### ORANGE

#### MANDARIN BERGAMOT

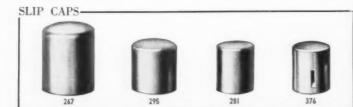
Prompt deliveries are made from the New York and branch stocks of DODGE & OLCOTT COMPANY, our sole American and Canadian Distributors.

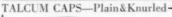
# OLCOTT COMPANY

BRANCHES:

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BOSTON 232 Milk St. CHICAGO 178 No. Wacker Drive ST. LOUIS 15 So. 4th St. LOS ANGELES 923 E. 3rd St.







SCREW CAPS -



CONCEALED THREAD CAPS



MISCELLANEOUS-



### **Improve**

THE APPEARANCE OF YOUR PACKAGE with an attractive serviceable stock or specially designed



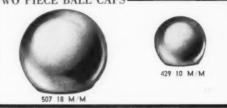
For perfumes, talcum and tooth powder, bath salts, lotions, etc. Furnished in a variety of designs in fancy metal—plain brass—aluminum—brass nickel plated—nickel silver—stainless steel... Enameled caps, all colors. Our "Negative Finish" resists acids, alkalies and alcohol.

Samples and prices on request.

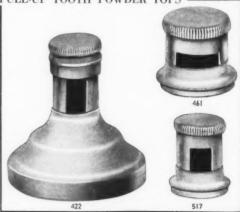
### BRASS GOODS

MANUFACTURING CO. 345 ELDERT STREET BROOKLYN, N. Y. Phone: Foxcroft 9-3900

TWO PIECE BALL CAPS-



PULL-UP TOOTH POWDER TOPS



CUSTOM DESIGNS IN STAMPED AND DRAWN METAL SPECIALTIES

B-G Caps for Perfumes, Talcum, Tooth Powder, Bath Salts, Lotions, Salt & Pepper Shakers, etc. . . . Sifter Top Caps, Slip Caps (Round Square, Oval, Slotted).





In the compounding of remines for race rowders, our laborate taken full cognizance of the problems of the powder manufacturer. Accordingly, when you purchase a "face powder perfume" from Felton, you Accordingly, when you purchase a lace powder pertune from reiton, you do so with the complete assurance that it will neither change the color of, and the color of the color o nor discolor your powder; that it will not irritate the skin. nor will it cause nor discolor your powder; that it will not irritate the skin. nor will it cause your powder to cake, or affect its adherence or "slip". Furthermore, your powder to cake, or affect its adherence or "slip". perfumed. powder will be INTRIGUINGLY and LASTINGLY perfumed.

Our laboratories' newest creation for face powder MELANTHENE # 38 - - - \$15.00 a pound.

It will be well worth your while to thoroughly test a sample of this newest perfume—the face powder odor for 1938.

# FELTON CHEMICAL COMPANY, INC.

Manufacturers of Aromatic Chemicals, Natural Derivatives, Perfume Oils, Artificial Flower and Flavor Oils.

#### TRADE EXCLUSIVELY. THE FOR SERVICE

X

COMPACTS ... CREAM ROUGES ROUGE & POWDER . . . EYE SHADOWS LIPSTICKS . . . EYEBROW PENCILS WATERPROOF MASCARAS

# OXZYN ASEPTIPUFS-

Do not confuse these powder puffs with so-called sterilized puffs. Sterilization is only

ASEPTIPUES are permanently antiseptic because our velours and wools are treated a temporary condition, ineffective with the first use of the puff. with antiseptics when manufactured. The puff remains antiseptic throughout its life, or until washed. The inhibitory action is constant—always on the job bettling Bacteria, protecting the reputation of your cosmetics. WRITE TODAY for liter-

All our products are guaranteed for chemical purity. For your further protection, Products Liability Insurance is carried.

ORIGINATORS OF NATURAL ROUGES SINCE BUSINESS

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#### "THESE ARE MY JEWELS"

With the feeling that there can be no better evidence of the service we aim to render to our patrons, we enumerate below the outstanding firms we represent.

# The Atlantic Refining Co. PHILADELPHIA, PA. 260 South Broad St.

PETROLEUM PRODUCTS
White Mineral Oils U. S. P. for pharmaceutical use.
Technical for cosmetic uses.
All gravities, all viscosities.

### The Harkness & Cowing Co. CINCINNATI, OHIO, U. S. A.

Manufacturers of Stearic Acid
Saponification Process

# Theodore Leonhard Wax Co. ESTABLISHED 1852 HALEDON • PATERSON N. J.

BLEACHERS & REFINERS OF BEES-WAX White Bleached Bees-Wax T. L. Brand Extra Quality—U. S. P. and 100% pure.

### H. J. Baker & Bro.

STURGE'S English precipitated chalk U. S. P.

Extra Light

Dense

#### Sierra Talc Co. Los angeles, calif.

Sierra Talcs approximate the ideal—chemically and physically —and excel in uniformity of milling and color.

#### Thurston & Braidich

Specialties:

Gum Arabic — Gum Karaya Gum Tragacanth Vanilla Beans — Tonka Beans

#### Lockwood Brackett Co.

OSTON

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Castile Soap "Laco"

Powdered - Granular - Bars

#### Colgate-Palmolive-Peet Co. JERSEY CITY, N. J.

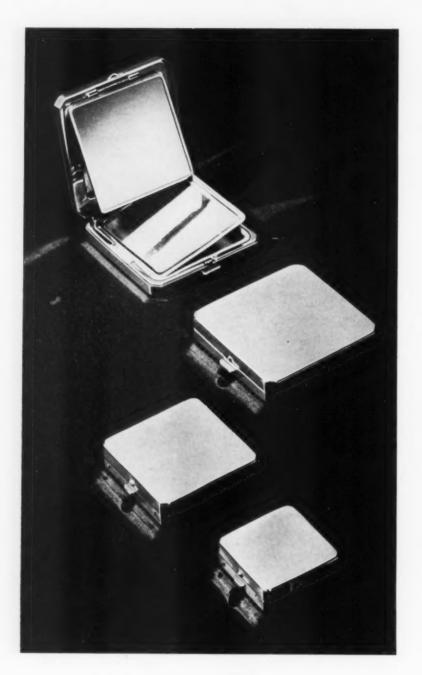
Executive Offices—105 Hudson Street

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Chemically Pure U. S. P. Dynamite

Come to Headquarters for the finest RAW MATERIALS FROM ALL OVER THE WORLD. As direct importers our service offers exceptional advantages to buyers in Quality, Service, Spot Stocks . . . Natural Floral Products, Oil Lavender Fleurs, Oil Ylang, Oil Citronella, Java, Zinc Oxide, Gum Benzoin Siam, Gum Tragacanth Persian, Gum Karaya, Bleached Ozokerite, Sunbleached Beeswax, Rice Starch, Kaolin, Precipitated Chalk.

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# The JEPORT METAL GOODS

GOODS MFG. CO.

BRIDGEPORT, CONNECTICUT • TEL. BRIDGEPORT 3-3125

VANITY CASES . ROUGE CASES . PASTE ROUGE CONTAINERS LIPSTICK HOLDERS . EYEBROW PENCIL HOLDERS . BOTTLE CAPS . JAR CAPS

TATELY



3829

CLEAN, modern equipment, kept at peak efficiency by vigilant inspection, is one essential to quality production. Typical of Givaudan equipment and methods is this agitating still used for large scale steam distillation of several essential oils, such as clove oil and nutmed oil. It is part of the rigidly con-

trolled manufacturing apparatus which makes Givaudan aromatic products give such satisfactory results in customers' formulae.

GIVAUDAN DELAWANNA, INC.

SO FIFTH AVENUE, NEW YORK, N. Y.

# Announcing SUNBURN PREVENTIVE NO. 52 for hydro-alcoholic preparations

The public is showing a growing preference for anti-sunburn preparations of the non-greasy, alcohol solution type. Givaudan chemists have developed SUNBURN PREVENTIVE No. 52 for products of this type. Alcoholic solutions made with it have been shown by test to be as effective as any of the oil or cream compounds.

The outstanding advantage of SUN-BURN PREVENTIVE No. 52 is the ease with which it may be utilized. You simply dissolve it in a 60% solution of alcohol. A small amount of color and glycerine may be added as desired and your product is complete — ready for the market.

In tests conducted by Givaudam over a period of two years SUNBURN PREVENTIVE No. 52 has not shown irritating effects.

New...safe...effective, it is your answer to efficient, economical production of a non-greasy, hydro-alcoholic anti-sunburn product. Write for samples and prices.

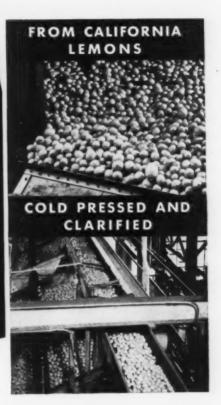


Branches: Philadelphia Los Angeles Detroit Cincinnati Dallas Baltimore Chicago San Francisco Seattle Montreal Havana





#### A U.S. P. OIL FOR THE AMERICAN TASTE



# no wonder it's MORE THAN TWICE AS POPULAR AS ALL OTHER LEMON OILS COMBINED

HIGH quality and right price have made Exchange Brand Oil of Lemon, U. S. P., the unquestioned leader in the United States.

It is made in the world's largest plant devoted exclusively to lemon products. Nowhere else are there the facilities to keep production quality so uniform. Nowhere else has the American taste been so successfully met.

Be sure to specify it by name: Exchange Brand Oil of Lemon, U.S.P. (Clarified).

Sold to the American market exclusively by
FRITZSCHE BROTHERS, INC.
76 NINTH AVENUE, NEW YORK, N.Y.
180 VARICK STREET, NEW YORK, N.Y.

#### Distributors for CALIFORNIA FRUIT GROWERS EXCHANGE

Producing Plant: EXCHANGE LEMON PRODUCTS COMPANY Corona, California

Copr., 1936, California Fruit Growers Exchange, Products Dept.





#### ACTINARONE

A Sunburn Preventative of Outstanding Merit

Used in the proportion of 3 to 10% it satisfactorily filters out all harmful infra red and ultra violet rays, positively preventing burning.

A Working Sample Will Be Sent on Request



We offer the interested cooperation of our well equipped research and experimental laboratories in charge of chemists of broad experience, to aid our customers in the solution of any problem involving the use of our products.

# NORDA ESSENTIAL OIL AND CHEMICAL COMPANY, INC.

NEW YORK OFFICE: 601 WEST 26th STREET CHICAGO: 325 WEST HURON STREET ST. PAUL: 253 EAST 4th STREET LOS ANGELES: 685 ANTONIA AVENUE CANADA: 119 ADELAIDE STREET, W., TORONTO MONTREAL: 295 YOUVILLE SQUARE



### ALWAYS IN THE LEAD WITH NEW DEVELOPMENTS NATIONAL



- Inpsible Tube service is:

  SINGLE DOSE SHELL
  ... for products in powder form.

  SINGLE APPLICATION TUBES
  ... for liquid products.

  NO-KAP CLOSURES
  (a first with National).

  PEDESTAL CAP TUBES
  (which give the consumer all the shelf advantages of a bottle, plus all the convenience and economical advantages of a tube).

NATIONAL also makes all types of tubes for screw top caps as well as NO-KAPS. Whatever your tube problem, NATIONAL will provide the answer. Tell us what you have in mind and we'll send suitable samples and sugges-



PROVIDENCE, R. I.

New York: H. R. M. Gordon, 331 Medison Ave., Tel. VAnderbilt 3-7258 San Francisco: P. D. Bowley, 420 Market St., Tel. Sutter 8854

REPRESENTATIVES IN OTHER PRINCIPAL CITIES





3 Rouge Riddles

#### They influence sales and profits. Do you know the correct answers?

- form texture throughout?
- 2. What is the common cause of hard shiny lumps forming on the surface of the rouge tablet?
- 3. Why do some rouges change shade on applica-
- 4. What consumer age group leads in percentage of rouge use?
- 15 to 19-20 to 29-30 to 39-over 40-.
- 1. What shaped rouge tablet produces the most unirouge, i.e., just how fine should rouge be in texture?
  - 6. What laboratory produces the finest rouge in the world? (You probably know the answer to this one but we'll be glad to check you just to be sure you're right.)
  - NOTE: If there's any doubt in your mind as to the correct answers to these rouge riddles,  $\mathcal{A}$ .  $\mathcal{E}$ . Mullen will be pleased to give you a detailed report. Just write bim at 30 Rockefeller Plaza or call COlumbus 5-6820.

#### AMERICAN PERFUMERS' LABORATORIES, INC.

Makers of the World's Finest Cosmetics

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

In Canada: 1015 St. Alexander Street, Montreal, Quebec · Private Brands Exclusively

ROUGE SUPREME . LIPSTICKS APLI . FACE POWDER APLI . MASCARA APLI . EYE SHADOW APLI



an enchanting Oriental fragrance that wins acceptance for YOUR product

Shangri imparts an elusive quality to perfumes and cosmetics that gains ready approval in the fastidious class market ... While it can be classified as an Oriental presentation, it is far more inclusive. The first or top note promotes a fascinating interest and, as the tonal qualities blend into one another during its evaporation, that same interest is sustained and finally compensated by its drying into a beautiful, bewitching, and lasting perfume . . . Shangri is suitable for perfumes, powders, or lotions. Write for samples and quotations.

ALBERT VERLEY aromatics

# ALCOA·ALUMINUM \* TUBES \*

ARE USED FOR ...



"Copy cat" is a term of derision among youngsters. But oldsters know that copying the ways of successful companies is shrewd business. Copying Pond's, for instance, by packing creams in pure Alcoa Aluminum Tubes made by Aluminum Company of America, 2170 Gulf Building, Pittsburgh, Penna.

# SUNNY SOUTH

Three Tragrances of the Sunny South

- SOUTHERN LILAC
- → MAGNOLIA PARENTO
- CLOVER PARENTO

Samples and quotations on request

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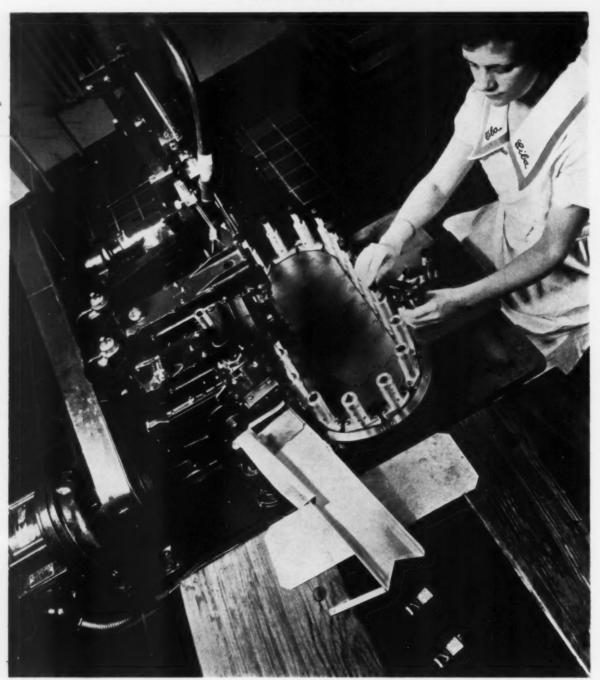
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#### PEERLESS TUBES PRESERVE AND OUTLAST THEIR CONTENTS

If you use

BOTTLES

you'll want this book

> A request on your business letterhead will bring it to

> > YOU!

SWINDELL BROS. Baltimore, Md.

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Swindell





WILLIAM LAMBERT, Editor

HARLAND J. WRIGHT, Publisher

#### THE AMERICAN PERFUMER

COSMETICS · TOILET PREPARATIONS

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# The EYE and NOSE are Shopping Companions

THE NOSE: "Oh! I like this brand."

THE EYE: "It is nice isn't it."

THE MOUTH: "Please wrap it up."

P.S. You know the superiority of AGFA Odors. Be sure you also know their importance in selling.

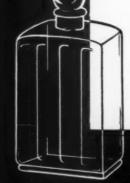
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The MASCULINE PERFUME





GENERAL DRUG COMPANY

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in which the Publisher comments briefly on some of the important news events of the day and other things that interest him.

### ON DIGESTION

That business will start on an upward climb fairly soon seems to be a fair opinion. Just how soon? Well, several large companies state that inquiries started up in December after a 90-day blank.

The present is regarded as the low point by many well-informed people.

All agree that the elements of a real depression are lacking. Economists and business-men agree upon that. So it seems assured that the recession will be temporary.

Price rises slowed up buying and inventories accumulated—but they cannot last forever. Then we will have the usual "rush" orders—small ones at first, etc. That's the way it always starts.

It really seems as though this is a period of digestion—adjusting industry to higher labor costs, higher material prices, and taxes.

Hence it should be a short period.

### EXPECTATIONS

Again Congress is in session. At this writing, the President has delivered his address upon the state of the nation. Foreign affairs apparently do not worry him. His program is consistently pressed. Monopoly, as such, seems due for marked attention. Just when one is monopolistic is not so clear. It is an old battlecry. Really, there are many, many more than 60 families who must get their bread and butter from business. The New Deal may develop some new angles to this ancient and honorable duty of the Government as they see it. Effort is made to distinguish between good and bad business procedure. It will be interesting as it develops.

Raising labor, shortening hours, and yet not raising prices is a stiff assignment. The public sometimes speaks very definitely by simple inaction—and production lags. Then there is another period of adjustment.

Wide opinion believes that Congress, by more considered and orderly legislation, could do much to reassure the average run-of-mine, medium-sized business concerns.

Let us hope that taxes which are shown to be obstructive will be revised in business-like shape so they will produce revenue without slowing up volume.

Let us hope that the hundreds of thousands of investors who in the mass furnish the capital for a broad housing movement, utility expansion, and railroad maintenance, will acquire a re-born faith in our institutions so that badly needed construction, rehabilitation, modernization and that indicated normal expansion of our industrial services, may again get on the move.

Much is expected from this Congress — much that is business-like, for, after all, this is a business nation.

### **CUSTOMER ANALYSIS**

When business slows down, sales managers may do two things.

They may turn on the heat and devil the sales force with time-honored pressure.

Or they may sit down and think up new "deals"—special propositions and this and that.

But it is a rather good time to methodically examine the company's sales. Some sound work has been done in various lines by constructive sales executives in analyzing their accounts—a customer analysis.

It is seldom done in the heat and press of busy periods, but we know "cases" where upon analysis, it is found that the company is getting splendid orders on item A, satisfied with it and seems to lose sight of the fact that this same customer is selling every day quantities of another item, B for instance, which is going to another manufacturer.

It is surprising to find how easy it is to be satisfied with fair business on a certain item or line—and rest content. One item should pave the way for others.

It sounds trite but it's a good bet that if a sales manager would analyze 100 accounts for what they could use and what he sells them, he would find an intelligent avenue for special effort in 50 of them of which he was at least only dimly aware.

### LUXURIES!!

Three Congressmen (and an observer) in a smoking car going from New York to Washington — their wives in the pullman.

At intervals of not over 20 minutes by the clock, each dove into her hand-bag, out with the compact, up with the mirror and industriously the powder puff and lipstick did their stuff.

Taxes should be levied upon luxuries. Sure, the three agreed. And against the rich. Sure, they buy the luxuries. So ran the talk.

The observer smiled. It was a safe bet that these three gentlemen were not rich. But they were taxing their wives. Necessities or luxuries?

What's the use!

### FAIR TRADE—FAIR PLAY!

People are making wise cracks at the Fair Trade situation. Give it a chance! It's a new element in business—and its operation will determine its true value. But let's give it an opportunity to get working and to show its worth or otherwise in the merchant commerce of the country.

H. J. W.

THE Rose Synthetic

# Wardia

CHUIT NAEF & CIE.

PREVAILING conditions in the natural floral oil markets during the past few seasons have proved conclusively the wisdom of assuring yourself security and stability in your requirements of basic Rose products. Change to Wardia and guarantee both constant quality and stable price!

Introduced to American perfumerativo years ago, Wardia has exceeded

our most optimistic expectations. Its daily increasing sale is proof that it has lived up to all claims made for it.

Wardia is entirely synthetic! Its unbelievably close resemblance to natural Rose has astonished and won the admiration of the most exacting perfumers and cosmeticians. Switch to Wardia in your next batch formula and eliminate future worry!

A Triel Ouman 82 50

Firmenich + Co., Inc.

135 FIFTH AVENUE, NEW YORK, N. Y.

# The American Perfumer · Cosmetics · Toilet Preparations

# WHAT IS AHEAD OF US THIS YEAR?

In the Past Year New Sales Records Were Established. This Year Leading Companies are Making Plans for Continued Expansion. Taxation and Other Factors.

ANALYSES of the business situation are confusing; yet Roger Babson, who accurately predicted the crash of 1929 and the ensuing depression, in his annual review foresees a substantial revival. Payrolls, prices, stocks, real estate and jobs, he says, should all be on their way to new highs before Summer. This view is shared by a number of representative manufacturers from whom The Perfumer sought opinions on the present situation as it affects our industry. A perusal of these serves to support the point made by Mr. Babson that the present recession is just that and nothing more.

There is much to support a feeling of optimism. Inventories are getting very low; prices are more stabilized; the Federal housing program is bound to stimulate activity in all lines; and it is felt by leaders that an early resumption of business activity is primarily dependent on fast returning confidence.

Manufacturers of toilet preparations, soaps and allied lines in planning their 1938 program have generally accepted the more favorable view of the situation. The disposition is to continue aggressive sales work so as to reap full advantage from the improvement which returning confidence will insure. The present is a fortuitous

time for intelligent and courageous appraisal of the opportunities for building up profitable sales in the coming months. The year 1938 will reward fighters.

### **Excellent Year Ended: Prospects Good**

H. L. Brooks, president Toilet Goods Association, president Coty, Inc., New York, N. Y .: - From what I hear from friends in the industry, as well as our own

H. L. Brooks

results, I believe that the perfumery and cosmetic business on the whole has done extremely well throughout the entire year, despite the recent recession in business, and the general decrease in Christmas sales as compared with last year. To a great extent this was probably due to the fact that a number of important houses created some very appealing packages at attractive prices. Perfumery and toilet ar-

ticles are always such acceptable gifts and, may I add, comparatively easy to buy, that I am inclined to think that the public is more and more recognizing that fact,

as well as realizing that no one can ever have too many packages of perfumery or other cosmetics.

In view of the excellent year enjoyed, I am a bit hopeful of the prospects for the early months of next year, despite the predictions that general business will not be as good, at least for the first quarter of 1938. While there may be some conservatism in general buying, a replenishment of staple lines of toilet articles and kindred products will have to be made, because of the low inventories that we believe exist in most of the stores.

But merely shipping goods to a retail or wholesale outlet, and being satisfied with such business, is no longer sufficient reason for a manufacturer to be contented, for he must more and more create ways and means to attract the public to his line. Undoubtedly, industry at large, knowing how necessary that is, will exert itself through promotional, advertising, and other efforts, to keep alive the growing demand for perfumery and toilet preparations.

How did 1937 business compare with that of 1936? Our own sales were considerably ahead and better than they have been for many years past. We are particularly gratified, because we had no specials, nor were there any sales of our merchandise at other than the regular retail prices. Our decision, made two years ago, to no longer have any specials, and to devote ourselves only to the widening of the demand for regular packages. has brought us the results which we believed possible. In view of this achievement, we are more determined than ever to follow the same policy for 1938. Having been one of the pioneers for fair trade legislation, we shall use every means at our command to see that our prices and policies are respected, and shall take advantage of every law that permits us to strengthen this position. It is to be hoped that even though there may be a temporary setback in business, manufacturers who have adopted this policy will not "let down the bars." for. as it is. there is already too much attack against the laws that have been enacted, and a weakening on the part of those who were in favor of them will afford further ammunition to opponents, who would like to see them done away with.

What will most help manufacturers increase the sale and use of their products? I think, to a degree, I have slightly touched on that in some of the above comments, but there is one thing above all that would enable us and others to make an even greater effort. If the ten percent excise tax were eliminated entirely, or at least cut in half, we would have at our disposal additional funds which could be devoted to advertising, promotions, displays, resulting in a further widening of our distribution and demand. It is to be hoped that this relief will be forthcoming at the regular session of Congress.

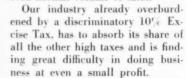
While sales may have made a gain in 1937 over 1936, profits have certainly not kept pace with them, for the increased cost of production and selling, plus this burdensome tax of ten percent, have not brought back to manufacturers the net return to which they are entitled on their capital investments. It is my opinion that retailers should join with manufacturers to have this law repealed. It should not be forgotten that despite the increased costs of selling and manufacturing, cosmetic and perfumery lines in general have not gone up in price. No one can guarantee that this will be the case forever. The elimination of this tax would help to offset many of

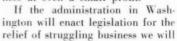
the increases now being borne by manufacturers and would, as stated above, enable them further to go out after more business.

### **Burden of Taxation**

Daniel J. Mulster, treasurer, Ferd. Mulbens, Inc., New York, N. Y.:— The outlook for 1938 sales, at least for the first few months is dependent on so many factors

that any careful business man would hesitate to predict increasing or even normal volume of sales.





be able to go to work with some confidence that a degree of prosperity will return to us during the remainder of 1938.

Business in 1937 did show an improvement over 1936 but the recession in the past two months practically destroyed the gain in the sales volume acquired by hard work during the previous ten months.

Manufacturers can best help themselves by maintaining the quality of their products, by advertising judiciously and getting the cooperation of their customers in displaying the merchandise in their stores.

### **Uncertainty Ahead**

Robert A. MacBain, pres., Harper Method Inc., Rochester, N. Y .: - In years gone by I have always taken considerable interest in contributing to your sym-



D. J. Mulster

R. A. MacBain

posium, and have enjoyed reading what others in our industry have had to say. This year, however, I feel it would have to be a very bold and rugged individual indeed who would attempt to prophesy, or evaluate the forces that are at work in this country at the present time.

To me, at least, the year 1938 is quite a sealed book. Moreover, I doubt if any man possesses wisdom and insight deep enough to

say what is apt to transpire in the next twelve months. Mind you, I am not saying this as an anti-new dealer. I do think that this country, in common with every civilized country on the face of the earth, is at the moment passing through a series of changes, both economic and financial, that will ultimately make an altogether different United States of America from that which we have known in years past. How all that has happened and will happen in the next few years, will affect business, is anybody's guess.

On the whole, nevertheless, I think we are going to come out in the end in very good shape. What will happen in the interim, frankly I do not know and do not care to express myself.

### Sales Double Previous Year

W. D. Canaday, vice-president, Lentberic, Inc., New York, N. Y .:—Lentheric closes the year 1937 with a sales volume almost double that of 1936. Excellent



W. D. Canaday

progress has been made on all groups of products in our line, but particularly satisfactory gains have been made on the perfumes and Bouquet Lentheric as well as the toilet requisites for men.

Advertising plans for 1938 have just been completed, contemplating a substantial increase in space in quality magazines, and I feel contident that our business next year will surpass the record high of

1937 by a satisfactory margin.

The outlook for the toilet goods industry as a whole next year, in my opinion, is exceptionally bright.

### **Chain Store Manufacturing**

Paul H. Douglas, vice-president, Bourjois Sales Corp., New York, N. Y.:—We are frank to say that 1938 is probably one of the most difficult years to forecast that



P. H. Douglas

we have ever contemplated. We do feel that those manufacturers who did a thorough job in 1937, particularly in the last few months, may justifiably anticipate a reasonable volume of business right after January 1st. If their preparations for the first six months of 1938 have been far sighted enough to anticipate existing conditions they can unquestionably show a reasonable percentage of increase but

this will undoubtedly depend primarily upon the soundness and aggressiveness of their own activities.

1937 was a more satisfactory business year than 1936.

Regarding the subject of manufacturing and merchandising by chain store organizations: The manufacturing of merchandise is only one part of the toilet goods business; the proper merchandising of same is naturally of extreme importance. Chain stores, or other retail outlets, wishing to manufacture a line of toilet goods face the problem of creating the demand and acceptance for their particular brands, the creation of sales helps such as displays, printed literature, etc., the training of salespeople in the merits of the particular brands in which they have interested themselves and generally assuming the cost of distribution ordinarily stood by the manufacturer. They are not generally in a position to purchase in most economical quantities nor maintain a thoroughly qualified staff of specialists to assist in the designing, creation and development of the merchandise.

Any retailer contemplating the sale of merchandise of his own manufacture should guard against the diversion of too much sales effort from established brands inasmuch as there is a possibility that their own brand merchandise may not be as acceptable to the consuming public as they had anticipated. It takes a long time to develop a well balanced toilet goods business and this balance should not be severely disturbed without due consideration.

In considering moves that would be helpful in increasing sales it is essential that each manufacturer review his merchandise and be sure that each article he offers has the maximum of consumer appeal as well as acceptance and that it represents as good value as he can possibly offer. The stores may develop their toilet goods volume by increased attention to the efforts being put forth by the manufacturers and by closer co-operation with these efforts to assure to themselves the maximum benefit.

A proper balance as far as their promotion efforts are concerned is important. Too many promotions can destroy the consumers' confidence in the store as well as in the products of the toilet goods industry as a whole.

### Distribution Increased 23%

Clara Ogilvie, president, Ogilvie Sisters Laboratories, New York, N. Y.:—The outlook for sales in 1938 looks extremely good to Ogilvie Sisters, provided polit-



Clara Ogilvie

ical and labor troubles subside. We feel the so-called slump is not too serious, and that whatever snags there are can be ironed out within a short time.

1937 showed an improvement over business of 1936. Our distribution increased about 25% all over the country and in Canada, which shows a good trend for business in general, since a quality line of hair preparations shows in-

creased sales in good times.

Manufacturing and merchandising by chain store organizations holds an excellent future, now that the fair trade laws are in effect.

We feel that a campaign "Made in U. S. A." would most help American manufacturers increase the sale and use of their products. With unsettled world conditions, more and more people respond to the appeal of merchandise manufactured at home.

### **Healthy Stock Situation**

Marcel Michelin, vice-president, Pinaud Inc., New York, N. Y.:—In our opinion the outlook for sales in 1938 is good. The recession and the cautious buying in



M. Micheli

all classes of customers, chain field, department store, drug field—wholesale and retail—have brought about what we find insofar as we are concerned a very healthy stock situation throughout the trade, making therefore the possibilities for 1938, excellent, as confidence gradually returns.

We see no reason to be pessimistic about 1938 when looking back on 1937. We improved our busi-

ness somewhat, and we count on a substantial increase in 1938. Accordingly, we will go ahead with our plans for introduction of new lines, perfumes and high price toiletries and will expand our national advertising. We anticipate a steady and constant progress throughout the year.

# The COLLAPSIBLE

From its invention 97 years ago to its present universal use the story of the collapsible tube is a record of public service. Invented in the United States, developed in Europe and then revived here for its greatest growth. The men who built up the industry and direct its destinies.

ACK in 1841 the Whigs had elected their first president. Respectable men were slave owners. F. W. Devoe and G. T. Raynolds were making oil colors in New York; and for them John Rand invented a collapsible tube which he patented September 11, 1841 under patent No. 2252.

In his patent Mr. Rand said:

"My invention relates to a mode of preserving paints and other fluids by confining them in close metallic vessels so constructed as to collapse with slight pressure, and thus force out the paint or fluid confined therein through proper openings for that purpose, and which openings may be afterwards closed air-tight and thus prevent the paint or other fluid remaining in the vessel from being injuriously acted on by the atmosphere."

The first tube, molded of lead, is now in the Smithsonian Institution, Washington, D. C. True to the tradition of inventors, it appears that Mr. Rand never realized any financial return from his invention—and yet it was the beginning of a world wide industry.

### First Customer Still Using Tubes

Despite this growth, it is interesting to note that the first customer, now the Devoe & Raynolds Co., is still using tubes for the very purpose for which they were invented.

Into the making of tubes goes 7% of the tin imported into the United States which, incidentally, consumes 40% of the world's production. About 20% of the tubes pro-

### WHEN THEY BEGAN MAKING COLLAPSIBLE TUBES

1870-A. H. Wirz, Inc.

1880-Consolidated Fruit Jar Co.

1898-J. S. Turner White Metal Co.

1900-New England Collapsible Tube Co.

1902-Standard Specialty & Tube Co.

1903-Peerless Tube Co.

1910-Wheeling Stamping Co.

1913-White Metal Manufacturing Co.

1918-Bond Manufacturing Co.\*

1918-Globe Collapsible Tube Co.

1919—National Collapsible Tube Co.

1919-Pennsylvania Collapsible Tube Co.\*

1919-Victor Metal Products Co.

1920—Aluminum Co. of America. 1920—Atlantic Manufacturing Co.

1922-(Horak) Atlas Collapsible Tube Co.

1924-Sun Tube Corp.

1927-Art Tube Co.

1936-Bond-Penn Tube Co.

\*Bond Mfg. Co. and Pennsylvania Collapsible Tube Co. merged under the name Bond-Penn Tube Co. in 1936.

duced are made of lead; 7% are made of aluminum, and a negligible proportion of cellulose or celluloid as they have a limited use. Experiments are also being made with zinc tubes but as yet no market has developed.

Less than two percent of the tubes produced in the United States are laminated or tin coated tubes—lead tubes with an inside and outside covering of pure tin giving them the appearance of pure tin tubes.

Experiments have been made, chiefly in Germany, to lacquer tubes internally. In the United States, the F. J. Stokes Machine Co. of Philadelphia builds a machine to make it possible to use collapsible tubes for products which must be kept from contact with the metal of the tube. A. H. Wirz, Inc., and the Aluminum Co. of America operate such machines whenever internal lacquering is specified.

In the United States, it is generally felt that laminated tubes are not to be considered as substi-

tutes for tin or aluminum but merely an improvement in the appearance of lead tubes.

### No Tin Tubes Without Permit in Germany

This viewpoint is interesting because in Germany only laminated tubes may be used without a special government permit. If a permit is granted to make tin tubes, the government allots the amount which may be used for that purpose. Further, to conserve metal, with all products sold in tubes a red printed slip is enclosed urging the consumer to turn the exhausted tube over to the government.

In contrast with the German rule, a law was passed in France requiring vaseline and ointment prescriptions

# TUBE GROWS UP

to be packed in tin tubes. Incidentally, the use of tube keys is quite common in France to make sure that every bit of the contents can be used. The idea has been tried in the United States but with little success.

Most tubes made are under  $1\frac{1}{2}$  inches in diameter. Three companies are equipped to make large tubes of 3 inches diameter but the demand is small. The smallest tube made is 9/32 inches in diameter; but commercial practice has not gone below  $\frac{3}{8}$  inches in quantities.

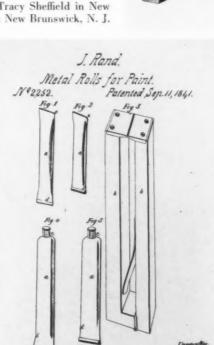
### Invented in U. S.—Developed in Europe

Although the tube was invented in the United States, it remained for the mechanical geniuses of Europe to perfect a commercially feasible method for manufacturing it.

Hence, it was 32 years after Rand invented the tube that another American, August Herman Wirz of Philadelphia brought back to the United States the plans for the first collapsible tube making machinery ever used in America. This was the real beginning of the collapsible tube industry in the United States.

In 1900, over half a century after Rand invented his tube, there were just four tube manufacturers in America; A. H. Wirz in Philadelphia; the Consolidated Fruit Jar Co. in New Brunswick, N. J.; Dr. Tracy Sheffield in New London, Conn.; and J. S. Turner in New Brunswick, N. J.

The next thirty years witnessed the greatest expansion of the tube industry. It was during this period that men experienced in making tubes in France and Germany came to the United States to establish in Hoboken, N. J. the White Metal Manufacturing Co. Three other companies were later established by former employees of that concern. In this period. also, twenty other companies were started-three of them by former employees or principals of other American companies. Eleven of these companies were established almost immediately after the war. Under the influence of the force of advertising which practically all employed, the tube became popular and production curves went up. In the latter part of this period the industry, like the automobile industry, settled down; so that in the depression of 1929-1933 none of the established concerns went under.





### FIRST TUBE MAKING MACHINE

The base was set firmly in the floor. Workers on opposite sides would twirl the balance rapidly to force the plunger down on the soft metal slug thus forming the tube. Very often this had to be repeated two or three times depending on the size of the tube to be made.

### FIRST TUBE PATENT

John Rand's patent of 1841 was for a molded tube. True to the tradition of inventors it appears that he never reaped any financial rewards; yet from his tube the collapsible tube industry was developed.



### GERMANY SAVES USED TUBES

With every tube that is sold a small red slip is enclosed which states "Attention! Please do not throw away the empty tube . . . because it is made of metal which we urgently) need. Will you give this (which is for you a) worthless tube—as well as tinfoil and bottle-caps to the Hitler-Youth? The metal will then be turned over to the converters of used goods for remanufacture and you help save raw products!"

### Eighteen Survive Struggle for Existence

But of all the companies which manufactured collapsible tubes, eighteen survive today. Six have passed out of the picture by sale or merger. Two abandoned the manufacture of tubes after setting up plants: the Bay State Collapsible Tube Co. of Leominster, Mass. and the Universal Collapsible Tube Co. of Newark, N. J. One, A. V. Benoit manufactured tubes for a while and then disposed of his equipment to the Standard Specialty & Tube Co. Another was saved by being taken over by a customer and another has almost completely abandoned the manufacture of tubes. In 1931 the Michigan Collapsible Tube Co. endeavored to gain a foothold in the industry. In 1936 two old established companies were merged. The last substantial tube company was started ten years ago.

Today the industry is solidly entrenched in the hands of substantial, responsible, astute business men who have grown up in the tube-making business, who understand its complexities and who have that background of experience and judgment which alone can insure success.

A Frenchman, M. Richard, Aine, " is reputed to have made the first metal collapsible tubes of tin some time between 1850 and 1854. He used a hand-operated screw

It usually took two operations to make a tube. One tube was made at a time in this way; and in a ten hour day, an industrious workman-when the foreman was looking-would produce eight gross of tubes including caps.

A few years later, M. Richard perfected a closure for collapsible tubes and a French patent was issued to him on January 10, 1855, covering a valve-type screw top for tin collapsible tubes.

M. Richard's tubes were exhibited at the Exposition Universalle de Paris in 1855, and he received a diploma with "mention honorable" signed by Napoleon Bonaparte.

The French firm, Krieg & Zivy, in Montrouge, France, is the successor of M. Richard. Aine, and is the oldest company fabricating collapsible tubes. The diploma, the press, and samples of the first tubes, are still in its possession.

### Oldest Tube Company Located in France.

Since its organization in 1900, the firm of Krieg & Zivy, Montrouge, France, has acquired most of the existing tube companies in France and in 1933 even branched out into Spain where a plant was established on the border. From the plant in Nancy may be traced the plant in Leningrad, Russia; for in 1903 a Russian student visited Nancy and took back with him a mechanic who set up a

It was also in Nancy that another idea was launched. While laminated tubes had been made since 1892, they were, until 1903, coated completely on the inside and only half coated on the outside Frederick Rentschler recalls. In 1903 in Nancy, Mr. Rentschler, now president of the Art Tube Co., invented the completely laminated or all tin coated lead tube. In the United States, tin coated lead tubes were made by the Standard Specialty & Tube Co. as early as 1902. When the present owners bought the plant in 1904 the method was developed and for some time thereafter this company was the only one in the United States making tin coated tubes.

### Early Tubes Were Plain With Paper Labels

All early tubes were plain with a paper label to identify the contents; and it was not until 1895 that the first enameled tube was made in Pforzheim, Germany by Gustav Richter, father of Hubert Richter of the White Metal Manufacturing Co. In 1896 one color printing was started. At first, color was applied by hand with brushes. Quick drying lacquer colors were used and the tubes were placed on a machine and revolved to suit the operator who could turn out from 18 to 20 gross per day. In 1901 the first decorated tubes made by the machine process using rubber rollers and plates were manufactured by the A. G. fur Metallindustrie G. Richter in Pforzheim. In 1912 in the United States, the Fuchs & Lang Manufacturing Co. developed the offset decorating machine which is the type used today.

In 1879, Gustav Richter, who had spent some time at M. Richard, Aine's, plant, formed a company to fabricate tin tubes in Germany, which was known as "A.G. für Metallindustrie G. Richter, Pforzheim." The company is still in existence with factories in Karlsruhe, and was the first to fabricate tin, lead, and tin-coated lead tubes in Germany

In 1900 Mr. Richter sent Frederick Rentschler to Nancy, France to establish a tube plant. The plant was sold to Mr. Rentschler and Krieg & Zivy and a new company Societe des Anciens Etablissements de Richter was formed. Mr. Rentschler continuing as general manager.

### Gustav Richter Mechanizes Industry

An improved method came with the invention of the hydraulic press about 1870 which turned out from 10 to 25 gross of tubes per day. Then the genius of Gustay Richter produced a power crank press for tubes and caps in 1885. Hence, Gustav Richter is credited with having been the first to put tube manufacturing on a mechanized basis in Europe.

Prior to this, however, the first swinging arm extrusion press was made in 1880 by John Rausch of A. H. Wirz. It supplanted the hydraulic presses previously used.

<sup>\*</sup> Aine is the French word for Senior.

The Rausch press was a crank press. The toggle press, now generally used, was introduced about 1915. An average output for an eight hour day on a modern press is about 110 gross of tubes.

From the alma mater of Gustav Richter's tube plant in Pforzheim, men went out who established tube plants in Austria, Italy, France and the United States.

Over the years, tube plants have been established in various countries. There are now 22 such plants in Germany; several in England; two in Belgium; two in Japan; one in Italy; one in Sweden; one in Russia; four in South America; several in France and Austria; one in Spain; one in Canada; and small ones in other countries. In the United States, there are 18.

### August Herman Wirz Founds U. S. Industry

August Herman Wirz is recognized as the founder of the collapsible tube industry in America. At the outbreak of the Civil War, Mr. Wirz was a manufacturer in Philadelphia of surgical instruments and metal specialties, including toy soldiers, and sprinkler tops.

In 1870, he was the U. S. Commissioner to the Industrial Exposition in Vienna. There he examined tubes and saw how they were made; and with his characteristic business acumen, he visualized the commercial possibilities of the tube. As a result, he brought back with him the plans for the first collapsible tube-making machinery ever used in America. With him was a German tool maker and immediately thereafter, manufacture of this new line of containers was begun. The first toilet preparation to be packed in a tube was the old fashioned cucumber jelly which went out to the world in a Wirz tube.

The tube and sprinkler top business was so profitable by 1885 that the other lines were dropped. This concern thus became the first exclusive tube manufacturing company in the United States.

By 1914, the business had grown to such an extent that the company was incorporated and the first building of its new plant was erected in Chester, Pa. By 1928, two more buildings had to be erected. Following the death of A. Herman Wirz in 1929, H. S. Darlington became president

### **Experiments With Paper Tubes**

Among the numerous projects undertaken by this company in the field of experiment and research was that of paper collapsible tubes. Considerable development work has been done involving methods of manufacture and patents. Paper tubes have not yet reached the stage where they are ready to be offered to the trade. The principal demand for such tubes is thought to be for packaging products in larger capacity containers than are practical when made of such relatively high priced metal as tin or aluminum. It is not believed that paper tubes will be likely to compete with or replace metal tubes in the present size range but rather to fill a need for a larger collapsible tube than is now generally used.

The company in the last few years has made improvements in the art of embossing tubes and a few of the nationally known concerns have utilized the Wirz process. It was also the first to remove tubes from the punch by blowing them off with compressed air.

Practically all of Mr. Darlington's experience has been in the tube business. He took his bachelor's degree from the University of Pennsylvania in 1908 when he was only 20 years of age. He joined the Wirz organization in 1914 in the production department. Later, he served in various departments until he became president. He is vice-president of the Delaware County Manufacturers Association, a director of the Chester Chamber of Commerce and for years was a bank director.

The Consolidated Fruit Jar Co. of New Brunswick, N. J. was the second company to enter the tube making field, beginning in 1880. In 1903 George K. Diller was made president resigning in 1907 to join the Wheeling Stamping Co. The company is a thriving enterprise today but its chief interest is in the manufacture of bottle caps and metal specialties; and now it makes practically no tubes. Benjamin W. Erickson is president; Edward L. McGinnis is vice-president; and William C. Kuhlthau is secretary and treasurer.

### J. S. Turner, a Pioneer, Starts Company

Another pioneer company, and the third to be established is the J. S. Turner White Metal Co. of New Brunswick, N. J. founded in 1898 by the late John S. Turner who, incidentally, was born and educated in England.

Constantly on the alert for anything to advance the industry, Mr. Turner was one of the first to experiment with cellulose as a practical material for tubes; and he was also one of the first to investigate the possibilities of aluminum. In fact, he went to Switzerland in 1920 for the purpose of buying a plant to bring to the United States to manufacture nothing but aluminum tubes. A careful study of the situation lead him to abandon the idea as not feasible at that time.

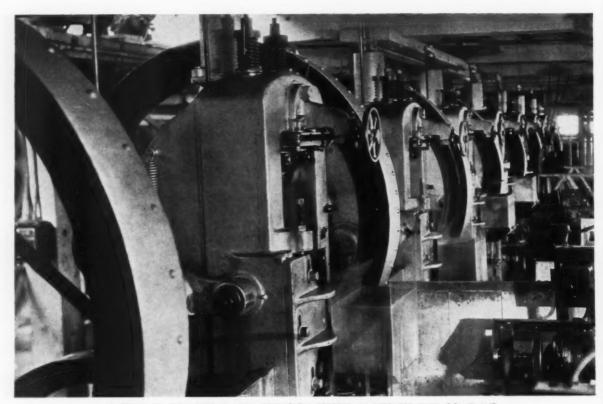
The so-called "break-off" tube was invented and patented by Mr. Turner in 1920.

The company is now in the hands of the second generation of the family. J. Everton Turner, who is incidentally a bank director, is president, and George Turner is secretary-treasurer. Harry J. Turner is vice president. Under their management the company has been among the first to adopt improved manufacturing processes and lithographing equipment.



SIGNED BY NAPOLEON BONAPARTE

This diploma for the first-tube exhibit was awarded in 1855 to M. Richard, Aine, at the Paris Exposition.



BATTERY OF COLLAPSIBLE TUBE EXTRUSION PRESSES IN PEERLESS TUBE CO. PLANT

Throughout the industry these presses have a capacity of thirty tons to the square inch up to 400 tons to the square inch.

### Decorated Tubes Make Their Appearance

One of the first in the United States to manufacture and decorate tubes completely up to four impressions was the Standard Specialty & Tube Co. This was done on hand machines using rubber dies which the company built and still has as relics. Its records show that the first work was done in 1904 when the company decorated tubes with one impression. In 1906 or 1907 the company made a registering attachment so that it could register the printing and use several impressions. The first four impression tubes were made about 1910. In going over old plates the company came across a set of four impressions, making a five color job which it made up as souvenirs for the banquet of the Beaver County Manufacturers Association, May 24, 1912, the date being printed on the 11/2x6 in. tubes. Two old leaflets issued by the company at the time show a few of the designs of decorated tubes which were then in vogue. The older of the two announces collapsible tubes in "silk or satin finish" either plain or decorated.

At first the tubes were lacquered or enamelled by hand by means of a brush with the tube revolving on a mandrel. They were printed from rubber type. Later developments were in the direction of increased speed for production, such as the roller coater for enamelling and the offset process for printing.

The company was also one of the first to manufacture special nasal or stip tubes, these tubes having variable lengths of nozzles. It also undertook work along the specialty lines. When the ideas proved impractical, they were abandoned. Some of the specialties were oval-shaped tubes, embossed tubes, and tubes with several styles of capless closures. The company also developed a number of special closures for products for which the standard closure was not entirely suitable. A more recent development has been soft metal spouts which are now manufactured in considerable volume and flat ended metal shells for suppositories and other products.

The company was incorporated in New York City in 1902 by David H. Wortendyke a wholesale grocer of Paterson, N. J. In 1904 when it was taken over by R. L. Kenah who was then manufacturing gas engines and special machinery in New Brighton, Pa. the plant was moved to that city.

### R. L. Kenah, Dean of American Industry

R. L. Kenah, president and treasurer, is the dean of the American collapsible tube manufacturers as he is the oldest one at present active in the industry. Mr. Kenah also is vice-president and director of the Beaver County Trust Co. While he is still fairly active in the tube business spending a few hours each day in it, his other business interests demand so much of his time that he is gradually stepping out of the picture; and the new generation is assuming complete charge of the company. His son, Roland M. Kenah, is vice-president and his son-in-law, R. E. Reed, is secretary and sales manager. J. H. Heideger is assistant sales manager.

The fourth company to be established was the New England Collapsible Tube Co. in New London, Conn. which was the logical descendant of the business founded in 1850 by Dr. Washington Wentworth Sheffield, a chemist of distinction. The business was handed down to his son.

Dr. L. Tracy Sheffield. The business grew, and, as the demand for its tooth paste packed in tubes increased, the need for more tubes became pressing. Therefore, in 1892 the manufacture of tubes was begun in a relatively small way. The commercial possibilities of tubes as a business by itself became evident and in 1900 a plant for making them was established.

### Four Generations in New England Company

At that time Dr. Sheffield had two sons at Yale who were winning distinction. L. Tracy Sheffield was interested in track athletics and in 1904 won the Oxford-Cambridge-Yale-Harvard broad jump, holding the record for 20 years while Kyle Sheffield composed some of the well-known Yale songs.

In 1911 the New England Collapsible Tube Co. was incorporated with both sons in the business. In 1924 a branch plant was opened in Chicago but manufacturing there was discontinued in 1934. Today L. Tracy Sheffield is president and treasurer and W. Kyle Sheffield is vice-president and secretary. Incidentally, L. Tracy Sheffield is also chairman of the board of the New London City National Bank; and Kyle Sheffield is a director of the Union Bank & Trust Co. of New London—the fifth oldest bank in the country.

Already the fourth generation of the family has come into the business: Thomas Chaney Sheffield, son of Tracy Sheffield, is in charge of the Chicago office and Alfred Chappell Sheffield, son of Kyle Sheffield is with his father in the New York office.

### George H. Neidlinger Develops Decorated Tube

One of the most colorful men in the tube industry, the late George H. Neidlinger foreseeing the commercial possibilities for decorated tubes organized the Peerless Tube Co. in New York City, in 1903.

At first he imported decorated tubes which he sold. Then in 1904 he purchased tubes from other American companies and decorated them on a machine he obtained from Germany, printing from rubber cliche plates. This really started the practice of decorating tubes. In 1912, the company was incorporated and a plant was erected in Bloomfield, N. J. There Mr. Neidlinger was the first to lithograph a complete half-tone reproduction of a photograph on a tube.

In the early twenties, plastic materials were beginning to prove their utility in various industries; and at the suggestion of Mr. Neidlinger, the Boonton Molding Co. molded a few bakelite tube caps. He then tried to peddle them. It was a slow, uphill process and the molding company abandoned the idea. But like many good ideas with merit properly advertised, the plan could not be suppressed. Soon it took hold.

Today, 85% of the tube caps used are molded; and two tube companies—Wheeling and Victor—mold them, in addition to several large companies specializing in closures.

Subsequently, the company purchased the tube plants of the Devoe & Raynolds Co. and Lehn & Fink.

A majority interest in the Peerless Tube Co. was sold to Frederic Remington, now president, in 1930—a year prior to Mr. Neidlinger's death. Newell Neidlinger, son of George H. Neidlinger and an outstanding quarterback on the Yale football team in the early twenties, is vice-president.

### Caps Applied Automatically

A machine for applying caps to tubes automatically and a method for casting the blanks from which the tubes are extruded were both developed by the Wheeling Stamping Co. about ten years ago.

The company was one of the first to remove the tubes from the punch by blowing them off with compressed air; and the first to use drying conveyors in connection with coating and decorating the tubes.

The Wheeling Stamping Co. was established in 1877 by the late Archibald W. Paull who died in 1898. In 1910 the manufacture of collapsible tubes was begun. The company later acquired the tube plant of the Larkin Co. and also that of the Continental Can Co. The latter had purchased the tube business of the Mechanical &



TUBE DECORATING MACHINE IN PEERLESS TUBE CO. PLANT The operator takes the coated tube from a conveyor and transfers the decorated tube back on the same conveyor. An average output in an eight hour day is approximately 16,000 tubes.



The late AUGUST HERMAN WIRZ who founded the collapsible tube industry in America.



The late GUSTAV RICHTER an outstanding pioneer who put tube manufacturing on a mechanical basis.



The late JOHN S. TURNER who did much to influence the expansion of the industry at the turn in the century.



The late GEORGE H. NEID-LINGER who developed the decorated tube and the molded cap.



The late FRANK J. LYNCH who introduced straight line production methods in tube manufacturing.

Chemical Equipment Co. of Providence, R. I. and also of Lemair Schwartz & Co., New York.

S. O. Paull is president of the Wheeling Stamping Co.; A. W. Paull is secretary and general manager; A. D. Paull is assistant secretary, and A. W. Paull, Jr. is treasurer of the company The latter two represent the third generation that has come into the management of the company.

### German and French Concerns Open U. S. Plant

Up to 1913 all of the companies in the United States had been established by Americans. In that year, the oldest company in Germany, A. G. für Metallindustrie Gustav Richter, and the oldest company in France, Krieg & Zivy, decided to establish a company in the United States. Each of these companies held stock in the new concern, the White Metal Manufacturing Co. which was established in Hoboken, N. J.

Hence it was that in 1913, Hubert Richter, who had been with his father's factory in Germany, also Fritz Ruckert and Karl Kleinbeck who had been associated with the German company arrived in the United States, and started the organization of the White Metal Manufacturing Co. In the following year, Frederick Rentschler from the French company came over and joined the organization. Thus, the White Metal Manufacturing Co. began with the advantage of knowledge of French and German practices.

In 1919, the company was re-incorporated with American stockholders. The company prospered and in 1925 erected its new building. Col. Stanley M. Rumbough is president and Hubert Richter is secretary and treasurer.

The company has been the alma mater for three other American companies started later by former White Metal men: the Atlantic Manufacturing Co., the Art Tube Co. and the Globe Collapsible Tube Co.

### How Squibb Got Into the Tube Business

The Globe Collapsible Tube Co. was established in 1918 in Hoboken, N. J. by I. Lehman of Lehman Bros. metal brokers, who took with him William Erhard, an employee of the White Metal Manufacturing Co. Globe was subsequently taken over by E. R. Squibb & Sons as the result of an unusual chain of circumstances.

The Squibb company, which is extremely exacting in the standards of raw materials which enter into its products, was equally exacting in the reproduction of the gold seal on its tubes. After careful search and comparative tests, it was found that only one company reproduced the gold in a way satisfactory to Squibb—and that company was the Globe Collapsible Tube Co. of Hoboken.

Globe, however, was involved in financial difficulties and was operating at a loss. Squibb saved the situation by financing the company and supervising its operations for six months. At the end of that time, it was decided that the safest means of insuring the supply of tubes with the proper gold reproduction would be to purchase the company. Accordingly, James C. Lewis, secretary and comptroller of E. R. Squibb & Sons, negotiated the purchase outright of the Globe Collapsible Tube Co. and became its president, while Ralph S. Westgate became vice-president. Mr. Erhard continued with the company and the plant was moved to Brooklyn.

In this way, E. R. Squibb & Sons, from necessity

rather than choice, found itself with a tube company on its hands. Consequently, Globe is the only tube company owned and operated by a consumer of tubes. Soon after the company was taken over, its affairs were straightened out, new equipment was installed and for years, it has been operated on a self-sustaining profitable basis.

### Last Merger in 1936

With Samuel Bond and Harry Scott, Charles A. Tome, a Wirz-trained man, organized in 1918 the tube manufacturing business of the Bond Manufacturing Co. of Wilmington. In the early twenties the company purchased the tube business of the Western Cartridge Co. About 1925 George P. Edmonds who is related to the du Pont family became one of the principals.

By a merger with the Pennsylvania Collapsible Tube Co. August 1, 1936, patents held by the latter were made available to the new company, the Bond-Penn Tube Co. and the tube business of both former companies was consolidated in one factory under one management in Wilmington. Officers of the company are William C. Northrop, president; Sidney Scott and Oscar B. Case, vice-presidents; and George P. Edmonds, secretary and treasurer.

The company recently has turned its attention to one dose tubes and a special applicator and cleaning device for nail white.

### Zinc Tubes Made But Not Sold-Yet

The only company making zinc tubes is the Victor Metal Products Corp. of Brooklyn, N. Y. This was begun in 1935. The White Metal Manufacturing Co. and the Peerless Tube Co. experimented in the manufacture of zinc tubes but abandoned making them. As yet no market has developed for zinc tubes; but it is felt that they may come into use in time.

The company had been rolling metal sheets from which blanks were made so that it was a natural step to enter into the manufacture of collapsible tubes. This was done in 1919.

The business was founded by the late Walter Prussing and Joel Kronman who is now president. It is one of four companies manufacturing aluminum tubes and one of two tube companies molding caps from plastic materials. It was also the first American company to make the so-called "stand up" cap which it did for George and James Mc-Manus in 1922; and was one of the first companies to install a continuous conveyor system.

A recent development of the company is the molded pile pipe suggested by Paul Hyde and adopted by the Mentholatum Co.

### National Introduces The Captive Cap

One war baby is to be found among the tube companies. The National Collapsible Tube Co. of Providence, R. I. was founded in August 1919, being the outgrowth of a small munitions plant which William C. Huntoon established some years previously. At the start, it manufactured tubes under a true extrusion process, similar to the so-called Hooker method. By this method a cup was formed from the blank, which was in turn placed on a dial and forced through a die, the complete tube coming out through the bottom of the die. This method was very practical for the manufacture of captive cap tubes



FREDERIC REMINGTON, president, Peerless Tube Co., and president, Collapsible Tube Manufacturers' Association.



R. L. KENAH, president, Standard Specialty & Tube Co., and dean of the American collapsible tube industry.



H. S. DARLINGTON, A. H. Wirz, Inc., president of America's oldest tube company who experimented with paper tubes.



A. W. PAULL, Wheeling Stamping Co., who introduced numerous mechanical improvements in tube making.



FREDERICK RENTSCHLER, president, Art Tube Co., a pioneer of the tube industry in Europe and the United States.



COL. STANLEY RUMBOUGH, president, White Metal Mfg. Co., and former association president.



HUBERT RICHTER, secretarytreasurer, White Metal Mfg. Co., and son of Gustav Richter.



J. EVERTON TURNER, president, J. S. Turner White Metal Co., association vice president and son of J. S. Turner.



JAMES C. LEWIS, president, Globe Collapsible Tube Co., owned and operated by E. R. Squibb & Sons.



WILLIS M. ROSE, president, Sun Tube Co., which developed the uses of the "one dose" tube.



LOUIS H. C. HUNTOON, president, National Collapsible Tube Co., who started making captive cap tubes.

as the tube could be assembled in solid form—that is, by putting the wire on after the cap was formed.

At the start, only captive cap tubes were made. However, the company discovered that the method was not practical for the manufacture of regular tubes; and it finally decided, in 1932, to scrap its original presses and make tubes by the conventional method. It was not until 1933, therefore, that the company started to produce standard tubes.

In 1936 the company became interested in the No-Kap Closure, and has been the first concern to actually produce this item on a volume scale. L. H. C. Huntoon, head of the company, believes that ultimately attached caps of some sort will be general.

William C. Huntoon died in 1929 and since then the direction of the National Collapsible Tube Co. has passed into the hands of the second generation; the present officers are L. H. C. Huntoon, president, and William C. Huntoon, Jr., secretary. F. S. Comstock is treasurer.

### Aluminum Tubes First Made in 1914

The first recorded experiments to produce aluminum collapsible tubes were made by Dr. Lauber, Neher Co. at Singen, Switzerland in 1914. Commercial production was started in a new plant built for the purpose by Mr. Neher in 1915 under the firm name of Robert Victor Neher, Emishofen. The first presses, built by L. Schuler A.G. Cöppingen, proved to be too light for aluminum; and later, more powerful specially constructed presses were purchased from The Lokomotiv und Maschinenfabrik Winterthur and went into operation during 1916. The presses made by Robert Victor Neher were purchased by the Aluminum Co. of America and set up in Edgewater, N. J. The first presses were smaller and some of these are in use at the present time along with eight of the later developed presses.

During the war, there was an increasing shortage of tin in Germany and Switzerland and an increasing demand for aluminum collapsible tubes. By the end of 1916, this plant was producing at a rate of 6,000 gross of aluminum tubes per month, and during 1917 the production went up to average of 20,000 gross per month. The purity of the aluminum at that time was 98.5 per cent to 98.8 per cent.

Throughout the war, aluminum collapsible tubes were used mostly for packing toilet creams and tooth pastes. In the beginning of 1918, the Nestle Co. at Cham started to make large-diameter aluminum collapsible tubes for condensed milk.

When tin became more plentiful after the war, the aluminum collapsible tube business dropped off considerably. Toward the close of 1919, Wolf Netter, in Ludwigshafen, Germany, started an aluminum collapsible tube mill, but gave it up in the summer of 1920. Two other German firms started the manufacture of aluminum collapsible tubes in 1921. One of these, Kaufman & Sohn, Bamberg, is still making them.

In 1920, the Aluminum Co. of America set up machinery for the manufacture of aluminum collapsible tubes in its Edgewater, N. J. plant. The first tubes were sold in May 1921. Considerable difficulty was experienced in the beginning in producing satisfactory aluminum collapsible tubes that could compete with the existing tubes made of other materials. A long period of development

work was necessary, during which many improvements were made in the manufacturing technique, before aluminum collapsible tubes were able to gain a foothold in this highly competitive market.

### Four Companies Now Make Aluminum Tubes

At the present time, there are four major firms engaged in the manufacture of aluminum collapsible tubes in this country: the Aluminum Co. of America, the Peerless Tube Co., the Victor Metal Products Corp. and A. H. Wirz, Inc.

The Atlantic Manufacturing Co. of Newark was founded in 1920 by Karl Kleinbeck, Frederick Rentschler, Henry Braun, Julius Lichtenstein, and Caesar Muzzi.

Mr. Kleinbeck had been with the A.G. für Metalindustrie in Pforzheim and Karlsruhe, Germany from 1908 to 1913 when he came to the United States to help establish the White Metal Manufacturing Co. of Hoboken.

In 1922 the Imperial Metal Manufacturing Co. of Long Island City was affiliated with the company through stock ownership of Oscar Sondhelm and Carl Bomeisler. This association continued until 1930 when their interests were purchased by the company. In 1927 Frederick Rentschler resigned from the Atlantic Manufacturing Co. and his interests were purchased by the company.

### Frederick Rentschler Organizes Art Tube Co.

In 1927, Frederick Rentschler who had done pioneer work in Germany, France and the United States, embarkd in business for himself in Irvington, N. J. as founder and president of the Art Tube Co. His experience was unusually broad. In 1900 he was sent to Nancy, France as general manager to establish a tube plant by Gustav Richter of Pforzheim, Germany with whom he had been since 1897. In 1904 the plant was sold and a new company known as Societe des Anciens Establissements de Richter was formed, the stockholders being Krieg & Zivy and Mr. Rentschler who was also general manager. From 1904 to 1914 under the capable direction of Mr. Rentschler the plant prospered. Then in 1914, as previously stated, he came to the United States as representative of the French stockholders in the organization of the White Metal Manufacturing Co. and later in the organization of the Atlantic Manufacturing Co.

Associated with Mr. Rentschler in the Art Tube Co. are his sons, Erwin, vice-president, and Werner, treasurer, and his daughter Miss Claire Rentschler, secretary. George DuBoff is vice-president in charge of sales.

On its tenth anniversary, the company moved into its attractive new building at 500 Lyons Ave., Irvington, N. J.

### Success at the End of Years of Vicissitudes

Probably no tube company has survived more vicissitudes than has the Atlas Collapsible Tube Co. of Chicago which at present operates the only collapsible tube plant in the middle west.

It was born in 1922 as the Horak Manufacturing Co. After operating for three years at a total loss of approximately \$200,000 to its stockholders, it went into bankruptcy in 1925. J. C. Steiner, Sr. who, as a stockholder, had lost over \$50,000 bought the company at the foreclosure sale and reincorporated it under the name of the Atlas Collapsible Tube Co.

Then Mr. Horak, the founder of the company, came

L. TRACY SHEFFIELD, president, New England Collapsible Tube Co. and active as a bank chairman.



WILLIAM C. NORTHROP, president, Bond-Penn Tube Co., a combination of two older companies.



JOEL KRONMAN, president, Victor Metal Products Corp., which makes tubes and molds plastic caps.



KARL KLEINBECK, Atlantic Mfg. Co., experienced in the tube industry in Germany and the United States.



JOSEPH C. STEINER, Atlas Collapsible Tube Co., which operates a tube plant in the middle west.



CHARLES HOX, the oldest tube maker, who has been making tubes for A. H. Wirz, Inc. for 54 years.

into the picture for the second time as vice-president and half-owner in the corporation. However, history repeated itself and for approximately five years, from 1925 to the early part of 1930, the company operated about under the same conditions as it did when it was called the Horak Manufacturing Co. Mr. Steiner, Sr. dumped into this second company approximately \$25,000 and finally pulled out in 1927 with a chattel mortgage against the entire

personal property of the corporation.

From 1927 to 1930 the corporation was run by several different individuals, each one of them contributing a considerable sum of money, and eventually losing it. In the early part of 1930, J. C. Steiner, Jr. came into the picture and was in possession of his father's chattel mortgage. This was foreclosed by the then-existing officers of the company and the present officers, Frank Simek, president and treasurer, and J. C. Steiner, vice-president and secretary, took charge of the company. Up to that time, there had been little or no success in the enterprises of this company. However, with new capital, new machinery, and new management the company has prospered.

### Straight Line Production Started by Lynch

Straight line production was introduced into the tube industry in November 1924 when Frank J. Lynch, a picturesque personality, an automobile racing driver and an aviator, trained in the tube business under the late George H. Neidlinger, organized with a former Peerless man, Donald M. Smith and associates, the Sun Tube Corp., in Hillside, N. J.

The original plant of the company embodied certain of Lynch's ideas as to the modernization of tube production methods and from this beginning were evolved the "straight-line" production units with which the present

plant is equipped.

This development made necessary the creation of entirely new types of machines, the redesigning of older units and the invention of both machines and methods whereby tube manufacturing operations were speeded up and synchronized so as to make possible automatic and continuous conveyor movement of tubes from operation to operation.

The research and development work has been carried out by the company's own engineering department, under the direction of John H. Friden, vice-president, and the special machinery has been largely built in its own shop. Mr. Lynch was killed in an airplane accident in 1931 after

he had retired from the tube business.

The company may be credited with reviving on a large scale the single dose tube. Tubes of this form had been used for years but not for "one shot" use. In 1933 the first real "one shot" use tube was made for George Washington coffee. This was followed by "Bromo Seltzer," "Vitalis," "Mistol," Pond's cold cream, and other preparations.

Willis M. Rose is president of the company and Harold S. Lyon is secretary and treasurer.

### Industry a Target for Inventors of Caps

Perhaps no single industry has proved to be so enticing a target for inventors as the collapsible tube business. Scarcely a week goes by that one or more of the companies does not receive patent papers or unpatented ideas for some new closure to take the place of the screw cap. During the depression, inventors were particularly fruitful with such ideas to make millions for the company that adopted any one of them. All are carefully considered; and while it is estimated that possibly 3,000 such ideas, patented and unpatented, have been submitted, only two have proved to be commercially practicable.

Prior to 1930 several companies did a thriving business supplying clips but since 1930, when the Arthur Colton Co. introduced the clipless closure, the use of clips

has diminished.

### Industry Now on Stable Basis

Few radical changes in manufacture or in methods are likely to occur. The industry represents an invested capital of approximately four million dollars and annual sales are in the neighborhood of eight million dollars. For the last decade it has not operated above sixty per cent of its capacity. Like the automobile industry, the collapsible tube industry is now firmly established in the economic scheme. Ten years ago, it passed from the stage of extensive development into the stage of intensive development. Basic methods are largely standardized and the Collapsible Tube Manufacturers' Association is now operating with experienced management.

The association, incidentally, first came into being in New York City in 1914. R. L. Kenah was the first president and served for about six years. Herman Wirz was elected secretary. Meetings were generally held in New York City but several were held in Atlantic City.

The association ceased holding meetings as some of the members became frightened because the government took such a strong stand against organizations which might be construed to be in opposition to the anti-trust laws.

Owing to the scarcity of tin when the United States entered the World War in 1917, the association got together again in Washington at the suggestion of government officials. As a result of that meeting, the use of tin for collapsible tubes was put on the preferred list. The association again functioned and out of its early meetings came a general acceptance of uniform trade practices. These were printed on the backs of company stationery. In all, about a dozen were mentioned but were no part of any order unless specifically referred to. After the war, the association was largely dormant.

### Association Revived for N. I. R. A.

Then in the summer of 1933, the National Industrial Recovery Act made it necessary to revive the association in order to establish a code. This was done and Stanley Rumbough was elected president and Frederic Remington, vice-president. It functioned until the summer of 1935 when the N.I.R.A. was declared unconstitutional.

Much useful experience was gained, and the association was reorganized in the spring of 1937 with the following officers: Frederic Remington, president; J. Everton Turner, vice-president, L. B. Platt, secretary; and Joseph C. Steiner, L. Tracy Sheffield, and H. S. Darlington, directors. With the accumulated experience of over half a century behind it and with its destinies in the hands of able, astute executives, the industry confidently looks forward to rendering more complete, more economic, and better service than ever before.



Alsop Engineerng Co. Showed New Designs.



American Machine & Foundry Co.'s Display.

# NEW THINGS FOR PERFUMERS AT CHEMICAL SHOW

THE new chemicals, new equipment and other new items of interest to manufacturers of toilet preparations, soaps, flavors and perfumes shown at the Chemical Exposition in New York during the week of December 11 are briefly described below:

A perfume chemical and a cosmetic material were among the new products shown by E. I. du Pont de Nemours and Co., Inc., Wilmington, Del. One, "Alpine Violet Extract," is a synthetic aromatic chemical having the odor of mountain cyclamen, used for adding lift and mellowness to bouquets and for enhancing the character of perfumes, creams and toilet waters. It is five times stronger than hydroxycitronnellal yet it is stable, resistant to alkali and does not irritate the skin. Another product was "Diolin Octadecanediol," a white amorphous waxy-appearing solid. It is used in the preparation of cosmetics, creams, water- and grease-proofiing agents, and in polishes as a wax substitute.

Three newly designed machines: a vacuum filling unit and two vertically mountable agitators featuring an almost unlimited range in propeller shaft positioning flexibility were features of the Alsop Engineering Corp. (Milldale, Conn.) exhibit which also included new designs of mixing and bottle filling machines and a new and large label pasting machine. Representatives were S. A. Alsop, C. E. Crowley, William Engesser, Walter Freysted, Harry M. Eustis, Harry Griswold, Gerry Heller, Charles T. Knorr and R. P. Waller.

A tri-une blender to premix and blend dry ingredients and then sift them out through a discharge nozzle; mixing machines with four features of variable speed to get the correct mixing speed for the material handled; a bowl unloader which hoists and tilts a 340 quart bowl from the mixer; and industrial ovens, one a large type con-



Pfaltz & Bauer Displayed New Scientific Apparatus.



American Seitz Filter Corp. Booth.



Adolphe Hurst & Co. Exhibited Mixers.

vection dryer and the other for laboratory purposes were exhibited by the American Machine & Foundry Co. Representatives were Martin Miller, T. R. Stevens, W. W. Weber, G. F. McEwen and A. J. Tuck.

A dustless weigh bopper for any granulated or pulverized material and a plastograph for reading the comparative viscosities or plasticity of any viscous material were shown by the Read Machinery Co. Representatives were A. K. Brennan, C. E. Misch, J. A. Eades and James Duffy.

A new type of condenser with bakelite caps at the ends to facilitate replacing parts and cleaning, and a new closed stopper weighing bottle evoked much interest at the exhibit of the Kimble Glass Co., Vineland, N. J. Representatives were Col. W. S. Hood, John Ladne and J. J. Moran.

Filters with stainless steel framework were shown by the T. Shriver Co. Representatives were J. H. Clark J. L. Hutton and R. K. Jesse.

A "fat filling tube" machine was shown by the F. J. Stokes Machine Co. It embodies a new clipless closure, and is designed to utilize the capacity of tubes more fully. Other standard equipment was also shown. Representatives were Lawrence Bailey, John Silver, Charles Coleman, J. C. Coleman, M. O. Tiemann, Joseph Stokes, F. J. Stokes, F. J. Stokes, F. J. Stokes, Jr., Charles E. Boss and Robert Platt.

Features of the alcohol and other chemicals offered by the Commercial Solvents Corp. were explained by Frank H. Wiehe, H. Clark, P. S. Judge, C. McKenna, H. B. Sliger, H. Porter, J. McInnis, E. Chamberlin, R. Freeman, J. Glennon, J. V. O'Leary, Dr. O. R. Brunkow, R. Stoney, Charles Lichtenberg, K. M. Irey, L. M. Debing and R. T. Moore.

A new photoelectric polorimeter made in Germany and the Lange multiflex galvanometer were the center of interest in the booth of Pfaltz & Bauer, New York, N. Y. Products of the ten European manufacturers of scientific instruments and fine chemicals which the company handles in the United States were also displayed. Representatives were Frank M. Bauer, Kurt Walwer,

Charles Rawson, Dr. Eric Lowenstein and Rolland Jenkins.

Mixing and bomogenizing equipment designed to homogenize and break down coarse particles without incorporating air in the mixture was shown by Eppenbach, Inc. An economical method for cleaning bottles, jars, paper boxes, etc. by means of a combination of air pressure and vacuum without the necessity of washing provided in a machine made by the Sanitary Bottle Cleaning Machine Co., was also displayed. Features of the various types of equipment displayed were explained by William Eppenbach, J. B. Fisher, Alfred Eppenbach, Frank Ditzen, Mac G. Kolmes.

A junior model filter for small and medium sized bottles and an improved model rubber acid filter to stand boiling temperatures equipped with non-breakable frames was featured by the American Seitz Filter Co. Representatives were C. E. Hunziker, president; W. Moore, vice-president; R. L. Reardon, J. G. Stone, D. A. McAlister and W. A. Newall.

Where material must be mixed thoroughly without generating heat the Artofex mixer was shown in capacities from 50 to 1100 lbs. by Adolphe Hurst & Co., Inc. Mixers for powder, paste or liquid under pressure or vacuum were also shown. Representatives were Arthur Ruden,

Charles Gretsch, Frank Paul and Werner Buner.

An acid resisting rubber filter for liquids and an eight spout vacuum bottle filler elicited much favorable comment at the exhibit of the Ertel Engineering Co., New York, N. Y. Tanks, filters and prefilters were also shown. Representatives were George A. Harkins, Fred J. K. Ertel, Francis X. Dealy, Henry Stapowich.

Fibreglass cloth shown by the Owens Illinois Glass Co., Toledo, Ohio, was the source of much interested comment. Representatives were Randall Hagner, W. H. Atkinson, D. C. Simpson and Edward Adams.

A new pony mixer of 50 gals. capacity and larger was shown by the J. H. Day Co., as well as ball sifters and kneading and mixing machines. Representatives were Elmer Story, C. A. McBride, R. W. Mader, E. J. Rienzo and Otto Deigel.

A midget labeler was examined with much interest in the booth of the New Jersey Machine Corp.

An endweld tube filler and sealer introduced by the Karl Kiefer Machine Co. created much favorable comment. A. J. Sterling represented the company.

Bakelite polystyrene, a colorless plastic possessing a transparency approaching that of glass, was exhibited by the Bakelite Corp., New York.

### DATED COSMETICS

To insure the delivery of cosmetics not over 90 days old to consumers the Southwest Studio Products, Inc., Los Angeles, Cal., adopted the method of dating them. Coupled with a carefully considered distribution plan the idea is meeting with success on the Pacific Coast, according to Stanley Edwards, vice-president of the company.

Describing the method Mr. Edwards states: "Our prices range from a 60c size jar, packaged specially for beauty salon distribution, with \$1.10

size and up to a \$7.50 Vitamin-Hormone cream for drug and department stores.

"The creams are dated to be sold within 90 days after their manufacture. Out-dated creams are replaced by fresh jars. Creams taken in are sent to our demonstrators in beauty salons for immediate use. Distribution is now under way on the west coast and Mexico, and it will probably be early Summer, 1938, before plans are completed for eastern distribution."



### WE THANK YOU

AS it is impossible for us to acknowledge individually the many Christmas greetings which we have received, we take this opportunity to thank all our readers and friends for their kind remembrances, and extend to them all our heartiest good wishes for the coming year.

### **REDUCING EXPORT TAXES**

WHY should a separate sales corporation be organized for export business? Why do practically all of the large industrial corporations conduct export business through such subsidiary corporations?

Six advantages are pointed out by the American Manufacturers' Export Association:

- Concentration of executive control with responsibility in officials who possess experience on export problems.
- 2. Elimination of conflicts between those in charge of domestic business and those in charge of export matters. The reason for this is that domestic business is usually given preference over export business when the two are up for discussion.
- Often an export subsidiary brings more rapid development of foreign business on account of the foregoing two reasons.
- 4. The export business may be such that a subsidiary export company will show larger profits by elimination of overhead expense which otherwise cannot be charged directly to export business.
- 5. The export executive is given greater responsibility and power.
- Foreign countries often tax firms doing business in their territories on their total capitalization or profits. In such cases the export company would receive lower taxes.

Whatever disadvantages may be involved in the initial cost and red tape incidental to the operation of such a company, the advantages far overbalance them. If the company does a fair business the initial cost is readily absorbed; but the most important factor will be the saving in taxes. If the subsidiary is organized as a foreign

corporation in the particular country where it is doing business it will be able to sue in the courts of that country to protect its rights. Unless it is so organized it is likely to be denied that right. For tax purposes it will not be necessary to disclose the financial statement of the parent corporation as is required in many countries; instead only the statement of the subsidiary export sales corporation need be disclosed.

Another plan for developing export business adopted by a number of the smaller companies is to appoint an export firm to handle its sales. In most cases the latter assumes the role of an independent contractor rather than, in the legal sense, an agent. For this reason the manufacturer is not affected by the taxes imposed on corporations doing business in the particular country. Protection of the courts is obtained through the export

### EMPLOYEE WELFARE

RECOGNITION that the obligation of the employer to the employee extends beyond the mere payment of wages for work well done, it has been pointed out is at the foundation of any successful labor policy. Hence it is no wonder that the ingenious plan providing retirement income for its employees which will combine the insurance benefits of the Federal Social Security Act with a form of participation in the profits of the company, announced by Merck & Co. is regarded by its employees as further evidence of the sincere interest the management has in the welfare of its big family of over 1500 people. It also serves to account for much of the loyalty and efficiency one finds throughout the Merck organization.

### **PROBLEMS**

A RETAILER sells two bottles of perfume for three dollars apiece. If one bottle is sold at a loss of twenty per cent and the other at a gain of twenty per cent does the retailer come out even on the entire transaction?

If the retail price of a lot of face powder boxes is raised ten per cent and as a result the retail sales fall ten per cent will the receipts rise or fall and by how much per cent?

## MAKE PACKAGING THE SALES

by RUTH HOOPER LARISSON, Cosmetic Consultant and Package Designer

PROBABLY every manufacturer dreams of the time when his products will be as universally used as Campbell's soup. While there is a great gap between his present distribution and any such fantastic hope, there are a number of stages in between which are reasonable goals for him. To attain a goal of this kind he must use the package as a magnet to draw sales to his product. But he must employ a magnet of sufficient strength to really draw attention to the point where it will step up his sales volume. The more completely the package meets the reguirements of its market the stronger will be its pulling power for sales.

In the first place let us go back to my old, old rule that the package must be suitable and appropriate for the product. This covers a lot of ground in itself to be sure, but it must always be kept in mind no matter what over requirements we set up for packaging.

Too freequently a manufacturer selects his package on the basis of what he likes and what he can buy or produce economically. Then he seeks his outlet. When a manufacturer comes to me with a new product and wants a package I ask him the following three questions-

- Where are you going to sell it?
   What size package do you plan
- 3. What price do you intend to get for it?

The answer to the first question determines the answer to the second and third, and if there is discrepancy in his answer I start in, right there, to straighten him out about markets and what they can do.

All of which indicates that you must know your market before you start creating your package for it (at least 99 times out of 100). There are four distinct markets for selling cosmetics:

- 1. Five and Ten Cent Store.
- 2. Drug Stores.
  3. Department Stores (including spe-
- cialty shops).
  4. Direct Selling.

Because of the great difference in methods of merchandising used in these four channels of distribution we need thoroughly to understand the reasons for these different methods and the effect they have or should have on the package.

In this article I want to discuss the general possibilities and limitations of all four channels and in following articles discussing each one in detail, warning against the types of packaging which are not best suited to the market and giving some examples of packages which will have that drawing quality I spoke of earlier. While the packages are being discussed the materials out of which they are made or assembled will be covered, giving the cosmetic manufacturer a comprehensive birdseve view of the market from which he does his own purchasing for his packages.

### **Cosmetics Counter** In 5 & 10c Store

Let's take a look at the five and ten cent chain store cosmetic counter. Behind it stands a row of girls who receive your dime and the package you have selected to purchase. No one prompts you in your selection. Even if you ask a question about a product you probably won't get a satisfactory answer, if any answer at all. She wraps it and hands it to you. The sale is complete. Who are you? You may be Mrs. Astorbilt or a file clerk on her lunch hour. You represent the average point of view and sales appeal of the masses. You want your money's worth. You want the package to look attractive, neat, clean, fresh, authoritative. You don't expect service, information, or (thank god!) sales pressure. You just buy what you want and pass along to the next counter. Maybe you picked up a jar of turtle oil cream and tried to find some useable facts on the label. Maybe you asked if it really had turtle oil in it. The girl behind

the counter can't help you for two reasons: she's too busy to spend time talking to you and she doesn't know the answers. If she did, she could get more money as a special company representative in a department store. And so it goes. Her entire stock is laid before her. Rarely can she get anything from the stock room, more rarely does she even know if there is any more in the stock room. If she's out of a product she can't tell you whether or not it is to be replaced. You stand at the counter and handle one package after another. So does the next customer and the next. How long do you think expensively packaged perfumes would bear up under this treatment? If labels haven't been applied very securely they are likely to grow ragged at the corners and edges. Any part of the package which soils easily becomes a liability. Caps not thoroughly corked leak. Nothing fragile is safe. Besides all this, every package needs to be of such proportions and shape that it will stack efficiently in its own compartment. These are only a few of the points to be considered when you are planning a ten cent store package.

### Cosmetic Sales In Drug Stores

Now let's go around the corner to the drug store. The average drug store is our best selection for study. How many items does the average druggist carry? Most people say about 25,000. How much personal attention can he give any one of them? How much attention can he devote to cosmetics and how much less can he give to any individual cosmetic? Generally men clerks work in drug stores and they know only what their wives or customers tell them about toilet preparations which they themselves never use. Their counter and wall space is limited. Cosmetics on the counter must rub elbows with aspirin, cough medicine and the like, not to speak of all the gadgets. Who do

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# **MAGNET**



they sell to? Generally their neighborhood determines this and while one druggist can sell a fifty dollar bottle of perfume another does best on a cheap line of 29c each with all the bottles fastened on a display card. Displays in drug stores sell merchandise. There are virtually no displays at all in chain stores. While the druggist is wrapping up the baby's lime water he may suggest a new brand of face powder to you, but it's unlikely he will. That substantially is your drug store picture. The drug store window displays probably sell more cosmetics than any other single merchandising method employed.

### Toilet Goods In Department Stores

Now let's go down the street and stop in a department store. Here an entire department is devoted to cosmetics with a large staff of sales girls, mostly demonstrators (sometimes all demonstrators). If you make a hand cream and it's top notch, which one of those girls do you think would be inclined to push it? She might lose a sale for her own company and then she would be pretty sure of losing her job. Uusually there is a miscellaneous counter, very much like the drug store set-

up (and often called the drug department) where just such odds and ends are sold. But you have to work like a fiend to create sufficient public demand to make people go in and actually demand that product. Displays in department stores are of a higher type and generally smaller in size. They are almost more for decoration than of the self selling variety. Here cosmetics take on their due importance. Girls behind the counter will give you all the information in the world although most of it will probably be wrong. They'll not only prompt you in your buying but often (as discussed in my last Perfumer article, December issue) they practically force you to buy what they have been ordered to sell. Who buys here? Again, according to the type of store, it may attract the masses or, in the case of such specialty shops as Jay-Thorpe or Bonwit Teller, it may have only an exclusive clientele. The fatter the pocketbooks of its customers, the more side you'll probably find in the atmosphere of the cosmetic department. Frequently you can even test products. Just try that in a chain store or a drug store! There, you buy first and test at home. New products are often shown you in department stores

by applying them on your hand, letting you see, feel, smell them. Perfume is sprayed on you. Packages displayed on the counter are frequently dummies. What you buy is taken fresh from the case, carefully wrapped and presented to you with ceremony. Of course in the more popular price stores where mass business is done, many of these little niceties are sheared away. Often the lines which a mass department store carries are not even to be found in the more exclusive type store. We have taken a quick look at this type of merchandising but before we pass on to the next, let us not forget the cost of promotion of products in this outlet including demonstrators and the newspaper advertising in cooperation with the store. Your national advertising takes care of the chain and drug store generally, but highly specialized and localized advertising including booklets and mailing pieces is requisite for the best results in department store merchandising.

### Direct Selling To Consumers

Direct selling is in a class by itself, it has to compete with practically all the other outlets at once. Products may be sold direct through the mails which infers mail order advertising in publications or direct advertising, or they may be sold through agents.

Seldom are such agents either carefully selected or trained. They are just the general run of below average type of people. They sell mostly to their friends and their friends' friends. There are exceptions to this. Some are of a high calibre. All agents bring the store to you. There isn't the competition of other products on the counter when they are showing their wares. That is an advantage. But the customer's memory is good and the agent's packages should measure up. According to the line, the type of company and the type of agents used, the manufacturer of it can best determine the type of products he can sell. Or doing it the other way around, if he wants to sell a certain type of product at a certain price to a certain public, he must gear the company, his sales staff, the presentation and package to that type of product and that type of consum-Such products are shipped in small quantities to the agent who in turn will deliver them. Here additional shipping problems enter into the picture which influence it strongly from a packaging point of view. However, this is a general picture of the direct selling set up.

Only the most common place daily-use-universal-appeal products could be so packaged as to be suitable for all these different markets and different types of customers. Few cosmetics really come under such a group. Tooth paste and shaving cream do.

Straddling markets is frequently detrimental. It is far better to concentrate on a single market and consider whatever pluses you get from the related markets as so much gravy rather than to overreach yourself in a greedy grasp after so many markets that you lose your balance and never make an impression on any of them.

No wonder the packaging of a product takes on such vast importance! I have known the wrong package to actually keep a good product out of its logical channel of distribution. Other packages merely prevent the product from getting the volume of sales it should be entitled to. And still other packages merely blur the sales appeal of the product. These are the hardest to detect. They seem

all right. You can't always put your finger on any one point where you can say "this is wrong." But—they aren't getting the response from the public which you believe is their rightful due. They haven't a strong enough magnet to really effect their sales. By going back to the beginning you may be able to figure out just what the weak spot is. Often it

is just a matter of poor package design, functionally correct but aesthetically lacking. However, if you will view your own packages from the point of view of these different outlets of sales you should be able through this series of articles which is to follow to know why your packages have a strong or a weak sales pull.

# Gallons in Any Standard Pipe in the Soap and Perfume Plant

by W. F. SCHAPORST, M. E.

**O**PERATORS of soap and perfume plants often want to know the volume of a given length of pipe in gallons. This writer does not know of any table that gives such values and where volumes are to be found they are usually given in cubic feet. Besides, the range of a table is seldom

great enough to cover all desired conditions. This chart takes care of all of the

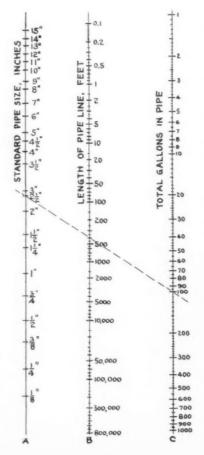
standard pipe sizes from ½ inch to 15 inches in column A, and any length of pipe line from 0.1 foot to 800,000 feet in column B. Column C shows volumes from 1 to 1,000 gallons. This is great enough to take care of most conditions.

In using the chart simply run a straight line through the pipe size (column A) and the length of pipe line in column B and the intersection with column C immediately gives the total number of gallons in the pipe or pipe line.

Thus the dotted line drawn across this chart shows that if the pipe size is  $2\frac{1}{2}$  inches (column A) and the length of line is 400 feet (column B) the volume of the pipe, (column C), is 100 gallons.

Or, if it is desired to know the length of pipe line required to hold a given number of gallons, or the size of the pipe necessary to hold a given number of gallons within certain limitations of length, the chart may be conveniently applied. In other words knowing two factors in any two of the three columns, the unknown in the third column is quickly found.

Here is another "trick":—To determine the volume of a ½" pipe one foot long, the easiest way is to run a line through the ½", column A, and the 10,000 in column B. The intersection with column C says 160 gallons, but that, of course, is for a pipe line 10,000 ft. long. By merely pointing off four places to the left we have 0.016 gal. as the volume of a ½" pipe one foot long.



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# NEW TOILET GOODS REVIEW

THE glitter and sparkle of evening wear has been so predominant this season that its influence is now felt in the cosmetic industry. To further add to the brilliance of milady's attire, Antoine de Paris is featuring a *gold* lipstick to be applied directly over the regular lip rouge. The effect is quite startling, but rather effective under artificial lights. It comes in the regular Antoine lipstick case.

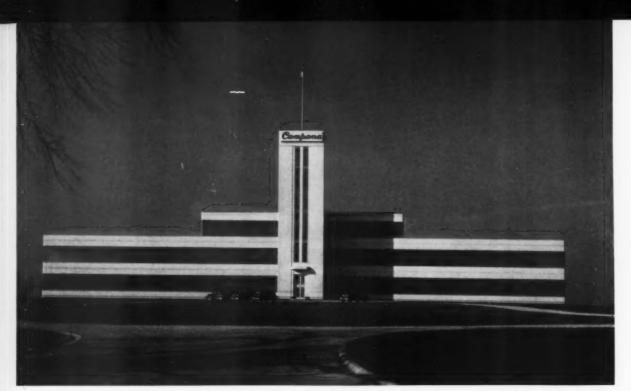
A NOVEL way to display different shades of face powder has been adopted by the Almay Pharmaceutical Corp., New York. In considering packages for this purpose, the company wanted one that would not only be attractive, but at the same time would plainly designate the shade of powder. Kimble glass vials were chosen for their transparency, brilliance of finish and air-tight closures, and a set of eight such vials are encased in a hinged-cover carton.

**H**UMPHREY Read Affinities of Philadelphia has adopted an attractive and safe container for its perfume vials. Encased in a highly polished maple holder, the vial is insured against leakage or breakage. This wooden holder is light in weight and may conveniently be carried in the purse. The firm's regular labels are used on both the vial and the holder.

THE day has long past when a person's occupation could easily be identified by the hands. Cosmetic manufacturers have made it possible for men and women in all stages of life to prevent "tell-tale" hands. Now comes the Davis Emergency Equipment Co. of New York with a new type of protective treatment especially for the hands of industrial workers. The treatment consists of two different creams, No. 1 rubbed into the hands before starting work, forms a film to protect the skin from the action of chemicals, solvents, grease, oil, gasoline and other substances. This film washes off easily and leaves the hands smooth and clean. The No. 2 cream is applied after finishing work and keeps the hands soft and free from chapping. Both creams are packed in 16 oz. cans.

IP to now shower bathers have been deprived of the luxury of a bath oil, but Prince Matchabelli has now remedied this condition. It is offering a shower bath oil to be rubbed on the skin before a shower, and when the water touches the body, it releases the perfume odor. This oil is an emulsified white liquid and comes in an opal scepter bottle with gold metal screw cap.

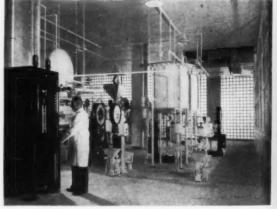




This beautiful building of Insulux glass blocks is Campana's new factory located near Batavia, Ill.



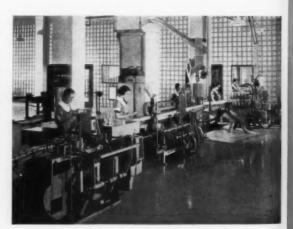
Analytical laboratory surrounded by walls of Insulux glass blocks.



Special photo-electric eye control of weighing of ingredients.



Mixing by automatic turntable process insures accuracy.



A section of the automatic machine line with girls at work.

# Campana's Modern New Plant

CAMPANA SALES CO., manufacturers of "Italian Balm" and "Dreskin" is now occupying its beautiful new plant which is indeed a structural masterpiece. Located half-way between Batavia and Geneva, Ill., the property covers about fourteen acres and is free from industrial smoke, waste and odors. Built at a cost of approximately \$750,000, this plant was designed to adequately house the essential manufacturing departments in attractive, modern, well lighted and ventilated quarters. From its glass exterior to its interior walls and partitions of Insulux glass blocks, to its glass-lined mixing tanks and endless miles of glass container packages, this plant is virtually a modern glass home.

A visitors' gallery on the second and third floors permits the visitor to view all manufacturing departments through a plate glass partition. He can see dustproof rooms equipped with automatic apparatus controlled by an electric eye so that human hands do not touch the products from raw ingredient to finished material.

The building houses the processing, packaging, warehousing and shipping departments, as well as the temporary general offices of both Campana Sales Co. and Campana Corp. When an administration building is built in the next few years, these offices will be converted into additional machine and production areas.

Equipment was supplied by the following manufacturers: Tanks by Pfaudler Co.; conveyor equipment by Alvey Ferguson Co.; filler machines and blower machines by Karl Kiefer Machine Co.; capping machine by Consolidated Packaging Machinery Co.; labeling machines by Pneumatic Scale Co.; cellophane wrapping machine by Packaging Machinery Co.; cartoning machines by R. A. Jones Co. and F. B. Redington Co. Insulup glass blocks by Owens-Illinois Glass Co.



Section containing final storage tanks which are glass-lined.



Corner of advertising department where samples are mailed out.



E. M. Oswalt, President of Campana Sales Co., at His Desk.



Peasants in Native Attire.

# Hungarian Essential

**DR. ERNEST GUENTHER,** Chief Besearch Chemist of Fritzsche Brothers, Inc., New York, Discusses Properties of Oil Matricaria Chamomilla. Uses in Perfumes, Lotions, Cosmetics and Hair Preparations.

The constants given by the various authors refer mostly to oils obtained from Hungarian Matricaria chamomilla flower material. Gildemeister & Hoffmann<sup>21</sup> indicate the limits shown in Table I.

### TABLE I

	fic Gravity at C:	0.917 to 0.958— Since some of the oils are very viscous and start to crystallize at +15° C, determination of density has to be carried out in superfused state.
Acid	Number:	5 to 50

Acid Number: 5 to 50
Ester Number: 3 to 39
Ester Number after
Acetylation: 117 to 155.

Oil of Matricaria chamomilla has a dark-blue color which changes, under the influence of air and light, to green and finally brown.

Two genuine oils distilled by ourselves showed the properties given in Table II.

### TABLE II

	No. I No.	
Specific Gravity at		
15° C:	0.919 0.93	24
Acid Value:	36.5 35.0	0
Saponification Value:	43.9 42.	9
Solubility at 20° C:	Both oils were to ble in 0.5 volumend more of alcohol, with stration of particular to the strategies of the strate	mes 90% epa-

The odor of the oils was very characteristic of the flowers, full and rich. Color: deep blue.

### Chemical Constitution of Oil Matricaria Chamomilla

The earlier investigations of J. H. Gladstone<sup>22</sup>, S. Piesse<sup>23</sup> and J. Kachler<sup>24</sup> appear to be untenable in the light of more recent findings and may, therefore, be omitted from this survey. Even today the chemical composition of this oil is still rather obscure.

Azulene—The compound to which the characteristic blue color of Matricaria chamomilla oil is due was called azulene by Piesse<sup>25</sup>. It has the empirical formula C<sub>15</sub>H<sub>18</sub> but nothing definite is known about its constitution. Ruzicka and Rudolph<sup>26</sup> distinguish three different azulenes of which chamazulene occurs in oil of chamomile, amounting to about 5%. It has the following properties:

b.p.  $159^{\circ}/11$  mm;  $d\frac{18}{4} = 0.9881$ ;

m.p. of picrate 114-115°; m.p. of styphnate 95-96°.

Ruhemann and Lewy<sup>27</sup> have shown that azulene does not exist ready formed in the plant. A concentrated petrol ether extract of Matricaria chamomilla dust, when steam distilled, yielded an oil of only light yellow color. However, when steam distilling the residual material after exhaustion with petrol ether, these authors obtained a blue oil. They conclude that azulene is formed by the action of ferments upon the sesquiterpenes present in the flowers. This explanation, however, does not appear quite satisfactory, according to Ruzicka and Rudolph28 and further experimental proof is desirable. Interesting in this connection is the work of K. Graham<sup>29</sup> on oil of Achillea millefolium L., which also contains azulene. This author, when extracting the pulverized flowers with petroleum ether obtained an oil free of azulene. However, when steam distilling the extracted flowers, 0.01% of azulene was obtained. The compound from which azulene

# Oils

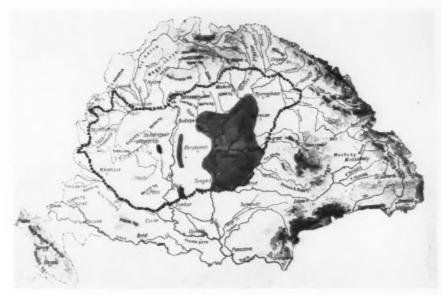
is formed during steam distillation is soluble in chloroform but not in petroleum ether. If the flowers are extracted with chloroform and the concentrated extract treated with petroleum ether, the azulene forming compound remains in the chloroform extract while the essential oil dissolves in the petroleum ether. When steam distilling the residual chloroform extract, a blue distillate is obtained which proves quite clearly that azulene as such is not contained in the flowers but is formed during steam distillation. Sesquiterpene "B"—Ruhemann and

Sesquiterpene "B"—Ruhemann and Lewy<sup>30</sup> treated the lower boiling fractions of Matricaria chamomilla oil (120-130° and 130-140°/10 mm.) with ferrocyanic acid in order to remove azulene, and obtained by further fractionation, sesquiterpenes "B" and "C" respectively. The former has a b.p. of 124-125°/10 mm. Hydrogenation yields a saturated hydrocarbon C<sub>15</sub>H<sub>30</sub> whereas treatment with HCl gives a hydrochloride C<sub>15</sub>H<sub>24</sub> 3HCl of m.p. 45°. Sesquiterpene "B", therefore, seems to be a monocyclic compound.

Sesquiterpene "C"—The other fraction (129-131°/10 mm.) according to its molecular refraction seems to be a mixture of a monocyclic (sesquiterpene "B"?) and a bicyclic sesquiterpene.

Sesquiterpene Alcohols-After removal of the azulene and hydrolysis of the esters in the various fractions, Ruhemann and Lewy31 obtained an alcohol fraction 170-180°/10 mm. Since all efforts to isolate and identify this alcohol remained unsuccessful, the fraction was finally dehydrated with potassium bisulfate. The resulting hydrocarbon had the empirical formula C15H24 and boiled at 137- $139^{\circ}/13$  mm. The authors named it "Sesquiterpene A". The molecular refraction indicates a mixture of a monocyclic and a bicyclic sesquiterpene.

Ruzicka and Rudolph32 report that



Above: Propogation of the Chamomile Flowers (Matricaria Chamomilla L) in mutilated Hungary.



10% of oil of Matricaria chamomilla consists of monocyclic sesquiterpenes mainly, and also of tertiary, mostly bicyclic sesquiterpene alcohols which, like the sesquiterpenes, vield cadaline upon dehydrogenation with sulfur.

Paraffins-which cause the Matricaria chamomilla oils to solidify have been found to melt at 53-54° in the purified form33. In the latter form the crystals are white, whereas in the crude form they retain the dark blue color of the oil. Klobb, Garnier and Ehrwein<sup>34</sup> established the empirical formula C29H60 for a paraffin, m.p. 52-54°, which they had extracted from dried flowers with petrol ether. Power and Browning35 established the presence of triacontane Can Hara m.p. 63-65°, in oil of Matricaria chamomilla.

Umbelliferone Methyl Ether (Methoxy Cumarin)—was found by the same authors36 in an oil obtained as by-product when steam distilling an alcoholic extract of chamomile flowers. M.p. of the crystals separating from the oil was 110° as compared with 117-118° for umbelliferone methyl ether. When heated, the crystals developed a decided cumarin odor.

A fatty acid,-m.p. 61°, has been found in the oil by the same au-

Furfural-identified by color reactions in the course of the same investigation.

### Application of Oil of Matricaria Chamomilla

The oil, if pure, has the characteristic odor of the flowers and is, therefore, often employed in perfumes, lotions, cosmetic preparations and especially hair washes, in order to replace the flowers or infusions of the flowers. Undoubtedly the application of this oil could still be increased, and should be increased. because, though comparatively little known, its therapeutic value is potentially great.

B. Krüger-Nilsen38 has shown that emulsions of this oil (1:1000 to 1:10,000) when applied for a prolonged period upon the oral mucous membranes of rabbits caused violent inflammation. However, when applied in the form of aqueous solutions, stabilized with alcohol, and in the same concentrations as the emulsions, the oil solutions were anti-inflammatory in action. Also, under certain conditions, the action of the latter proved capillary dilating. The anti-inflammatory properties of oil of Matricaria chamomilla, according to Heubner and Grabe<sup>39</sup> are due solely to azulene. The most effective fraction, biologically speaking, according to the same authors, is the one boiling between 150-200° C. at 11 mm.

21 "Die Ätherischen Öle," Third Edition, Volume III. Journ. Chem. Soc. 17 (1864), 1.

23 Chem. Zentralbl. 1864, 320.

21 Ber. der deut. Chem. Ges. 4 (1871), 36,

loc, cit, Helvet, chim, acta 9 (1926), 118. 27 Ber. der. deut. Chem. Ges. 60 (1927),

\* Helvet. chim. acta 11 (1928), 253. <sup>23</sup> Journ. Americ. Pharm. Assoc. 22 (1933), 819.

loc. cit.

ibid.

\*\*Sec. cit. \*\*

\*\*Ber. Sch. & Co. April 1894, 13. \*\*

\*\*Bull. Soc. chim. IV. 7 (1910), 940. \*\*

\*\*Journ. Chem. Soc. 105 (1914), 2260.

\*\* loc, cit.
\*\* Chem. Zentralbl. 1934, I, 3879.
\*\* Chem. Zentralbl. 1933, II, 2161.

### HOW TO FIND A SUITABLE TRADE MARK

How to Select a Name—Where to Look for Inspiration—and How to Test It When Found.

WHEN seeking a new trade mark the ever-present problem of finding an appropriate name may be simplified by considering:

—the ingredients. (Palmolive)

-uses of the product.

(Cuticura)

purpose. (Woodbury's Facial Soap)

qualities of product. (Kissproof)

manufacturing process (Airspun)

historical and literary names. (DuBarry) (Virginia Dare)

-coined words. (Jonteel) -royal and prominent names.

(Prince Matchabelli) (Melba)

-French words. (Toujours moi)

terms of affection. (Dearie)

descriptive (No-Tweeze)

flowers (Narcissis Noir) letters and numbers.

(CV-A I-ZBT-4711.)

-texture of product. (Satin Skin)

-weather conditions. (Sunlight) (Sunny) (Morning Mist) (Morning Dew)

-flattering terms. (Beautiful Lady)

women's names (Dorothy Gray)

When a suitable name has been selected, it should be tested. The following points are suggested by the Blackman Co.:

> -Can it be registered? Must establish ownership of the mark by adoption and use of the product.

> -Has the mark been used in interstate and foreign commerce?

-Has it memory value?

-Can it be pronounced easily?

-Does it identify the product?

-Can it be easily infringed upon?

-Will it become out of date?

-Is it appropriate for the product?

-Is it easily read?

-Has it distinction?

-Is it to apply to one product or to a line?

-Does it hint at something familiar?

-Can it be pronounced by people of other countries?

-Does it differ sufficiently from other trade names of similar goods?

-Can it be affixed to the goods with which it is to be used?

The American Perfumer



# M E R L E NORMAN

MERLE NORMAN of Ocean Park, Calif., is now celebrating the sixth anniversary of the establishment of her business, which has enjoyed a phenomenal success since its inception.

Merle Norman spent a number of years in medical research work and considerable time as a laboratory assistant. Being interested in cosmetics, she developed certain cosmetic preparations for her own use. She soon found that a number of her friends wished the privilege of using the cosmetics she, herself, was using. She supplied these friends.

This work was soon taking a large part of her time, and in November, 1931, she decided to go into the cosmetic business. She rented her first business quarters in a small store building quite close to her home in Ocean Park.

In presenting her cosmetics to the public, she decided to follow the plan of permitting women to try before they bought.

In six years, from the original establishment her organization has grown until it now occupies one of the most modern laboratories in the West. The chief reasons for the rapid development have been: (1) The inspiration received by the Merle Norman organization through their personal contact with Merle Norman. (2) The cosmetic preparations, themselves. (3) The system of sales presentation followed.

Merle Norman cosmetics are never sold through drug or department stores, or the usual cosmetic channels. They may be purchased through exclusive Merle Norman Studios or, in communities that will not support such Studios, through Merle Norman representatives.

In the space of six years from the original plant and Studio, the organization has grown until there are one or more Studios in every important city in the United States, and representatives in every State of the Union, as well as Merle Norman Studios in Hongkong, Cape Town, Honolulu, Colon and other foreign cities.



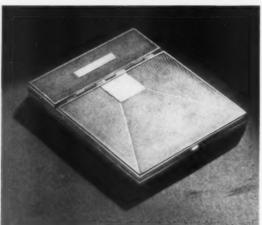
ABOVE: New Merle Norman Building.
TOP LEFT: Original Merle Norman Headquarters.



MISS MERLE NORMAN

# NEW PACKAGES









1 . . RUBINSTEIN: It is never too early to begin the care of the skin, and this set consisting of Pasteurized Milk Bath and Dusting Powder will be equally welcomed by both baby and mother. It is attractively packaged in a nursery pink or blue box decorated with cherubs, clouds and bubbles. As a companion piece this company offers a new Antiseptic Baby Oil which comes in a smart streamlined bottle topped with a huge gold knob stopper and enclosed in a gayly decorated box.

2 . . ARDEN: This is not just another double compact, but a "double door" vanity which keeps the powder and rouge entirely separate and prevents their getting mixed. The loose powder compartment is opened on one side and the rouge compartment on the other, and both sides are equipped with a mirror and puff. The case is gold finished and light in weight.

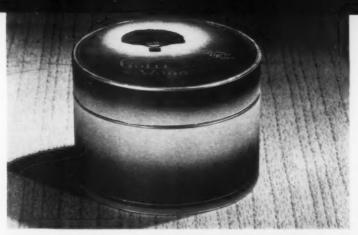
5 . . MHLLER LABORATORIES: "Le Ards" preparations, which have been on the market for a number of years, have recently been repackaged in smart modern flint-glass containers with decalcomania labels and ribbon-tied cork-finish closures. The company claims that the phenomenal increase in its sales are directly traceable to the new package design. Bottles by Owens-Illinois Glass Co.

4...M. DELIA: This Parisian manufacturer is offering "A La Cocarde de France," a pleasing floral eau de cologne, said to be a rediscovery of the favorite cologne of Empress Josephine. It comes in a flat crystal container with heavy glass stopper, and the label is designed with a flower motif having a hand-painted effect. Distributed by Maurice Levy, New York.

### MARY LEE GOODMAN

- 5 . . VIGNY: The "Golli Wogg" dusting powder has also been repackaged in the same style used for the perfume box. The box is dull black vignetted into gray with a gold and red edge. The line's trade mark decorates the cover on which the name is printed in red. A large puff is protected on the inside by a heavy cellophane window. Distributed by Al. Rosenfeld, Inc., New York.
- 6 . . REVLON: This company is now offering its hand cream, formerly packaged only in tubes, in opal jars with gray Bakelite cap, similar to the caps used on its nail polish bottles. The gray and blue label is distinctive by its sheer simplicity. The nail cream jar has been redesigned as a miniature of the hand cream package.
- 7 . . KATHLEEN MARY QUINLAN: As the latest step in the care of the super-sensitive dry skin, Quinlan is now offering "Special Formula" toilet soap scented with its "Flowers of Rain" odor. The soap comes in sets of three cakes, wrapped in heavy glossy paper, with black and red lettering. A new make-up item sponsored by this concern is an under-eye pencil to lighten under-eye circles and superficial skin imperfections. Comes in the regular Quinlan lipstick case in ivory and gold finish.
- 8 . . CHARLES OF THE RITZ: "Polar Cream Ritz" is particularly timely to protect the skin from cold weather. Used as a powder base, this company claims the cream will not only protect the skin but supplies sufficient nourishment to counteract drying effects of exposure to wind and cold. Packaged in an opal jar with silver metal cap and wrap-around label.
- **9** . . MISSOURI PRODUCTS: "Florayne" hair oil and brilliantine is now packaged in handsome skyscraper bottles having a "cut-glass" effect. The double shell caps are finished in ivory, and the label is printed in green and black on goldfoil stock. Containers by Hazel-Atlas Glass Co.
- 10 . . MATCHABELLI: Here is the newest vanity from this house. The case is of gold metal decorated with circular ridges and the Matchabelli crown embossed on the cover. This compact holds loose powder only and has a sifter device.



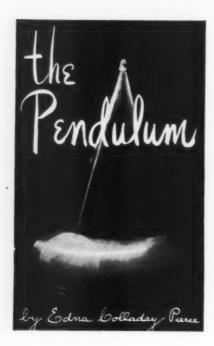


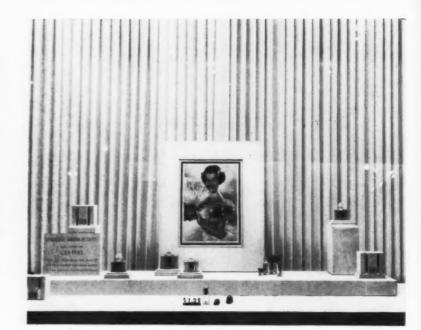












### STYLE TRENDS

SINCE winter resort wear is the first discernible sign of what may be indicated for spring and summer style trends; since many of those worn are the same as the fashions appearing at Dauville, Cannes, Biarritz and Nice, and these in turn are of Paris inspiration and design, let us look closely at them for a few minutes and see what may be derived from them as a source for design and promotion for toilet goods manufacturers.

To begin with, in corroboration of our prediction many moons ago, Mexican designs are not only appearing in cruise, sports and spectator clothes roles, but they have blossomed forth in evening gowns in no uncertain way for resort wear, and we are *still* waiting for some canny manufacturer to bring out a Mexican perfume with a Mexican name!

Evening taffetas, satins and crepes are veritable winter gardens! Huge flowers in prints in Mexican colors, bright and alluring roses, tulips, cornflowers, and many others are vieing with one another for popularity. Bright blossoms these, standing clearly forth from cool backgrounds.

This indicates that florals in perfumes had better be promoted and keep on being promoted for Spring and Summer. Dinner frocks in three and four color combinations, the brown the glowing red shade of Mexican earthenware; the red the vibrant shade of pimento; the yellow the glowing tint of dull gold; the green the dusty sheen of a cactus. Jackets are everywhere, and they are flowered; roses, violets, pansies, shy old-fashioned flowers surrounded sometimes by buds and green leaves.

### Again floral perfumes are indicated.

Even chapeaux are going floral in no uncertain fashion. Agnes' new collection is very botanical. For instance, many of her spring hats are composed almost entirely of a single giant flower beautifully made in grosgrain; sometimes they are lightly painted, imitating veined petals or centers. Gardenias, fuschias, daisies, irises, orchids, Easter lilies, callas, poppies, pansies and four-leaf clovers are all in natural colors. Among other collections there are several sailors. The entire top of a black picot sailor is covered with white grosgrain lily petals. A life-sized red apple is perched on the crown of another black picot. Suzy likes natural looking roses, sweet peas or violets. Erik features sprays of blossoms resembling double cherry-blossoms, some of them tiny flowers made into thickly clustered ropes, going under the chin or around the head to hold the hat on the head.

### And yet again—Floral promotion is a natural.

As an example of what the screen does to start a style trend, the release of "Hurricane" has brought forth a series of South Sea Island prints for resort wear. The flora and fauna of the Islands are employed as motifs, which are worked into modern conceptions of printed patterns of Breadfruit, the Maypole thistle, hibiscus, palms, oleander and poinsetta and have inspired one of attractive leaf and flower heads which is, of course, destined to be especially popular.

Since evening coiffures include shoulder-length cowls of black lace which covers the face, leaving only the eyes exposed, it will pay cosmetic manufacturers to bring out an evewash which can be used with an evecup, to brighten and clear the eyes of dust and dullness, as well as to promote their eye make-up. Eye health, just as skin health, is very important to all women, because just as a healthy skin is the only foundation for a lovely complexion, which can be superimposed upon it, eye make-up only emphasizes, rather than conceals, dull, lack-lustre eyes.

Use this idea in your promotions; it will make a definite appeal to women because it is founded upon an authentic style trend which women instinctively recognize as such. Left: This is how the Lentheric Salon publicized the launching of its new perfume "Gardenia de Tahiti" and a well-known opera singer's preference for it. Perfect balance, a plain pleated background and a central theme, emphasizing the bottles and flowers, give this window distinction and dignity.

Right: Fall and winter flowers, coupled with palms, make this counter display in the perfume department of J. W. Robinson's beautiful and magnetic to women shoppers. It pays to dress up the toilet goods department and the stores know it, so manufacturers should take care that their products will measure up to beautiful displays.



### SELLING HINTS

We have been consulted from time to time about two distinct phases of the cosmetic business. Particularly during the holiday season, women like to be sure of the cosmetics they wish to give as gifts.

First—the fact that they are sold both creams and make-up items of the wrong kind for their own individual needs, makes them uncertain and skeptical when it comes to choosing them for their friends. This means, of course, that they have fallen into the hands of different demonstrators of different lines, at different times, and having found the items they bought wrong for their skins, they complain bitterly to us because they know we know what may be wrong, and ask us to do something about it.

The second complaint is one that can be so easily remedied that we are amazed that cosmeticians haven't figured out the psychological effect for themselves long ago. When you plan direction labels, why take up more than half of the space, limited at best, in extolling the merits of your product, so that a consumer who reads it has to wade through a lot of extraneous copy to find out how to use it? Print your direction labels in short, pithy sentences, explaining how to use it and why, and nothing else. If you want to indulge in a lot of copy eulogizing the product, do it in a leaflet packed with the product, or in a booklet to be given out to the consumer, but not on a direction label!

Here are typical examples of what we mean. On a direction label on the back of a foundation cream in a well-known line we found this-"A flattering and protective powder base for day or evening. Exquisitely blended with rare ingredients. Perfect results are obtained by using this cream after having cleansed the face - cream, massaged it with \_\_\_\_ with --, toning it with and following it with der in the shade best suited." after all this preamble it says-"Apply sparingly by dotting on skin and blending it with finger tips." Now why couldn't this have been said in the first instead of the last place?

Another brand of tissue cream says this on the direction label—"The original formula of one of the world's most famous skin specialists. A preparation of true merit. Tends to remove incipient lines and wrinkles, and imparts a refreshed feeling and a youthful appearance to the skin." Then after all this over and under statement, it adds—"Apply before retiring and allow to remain on all night."

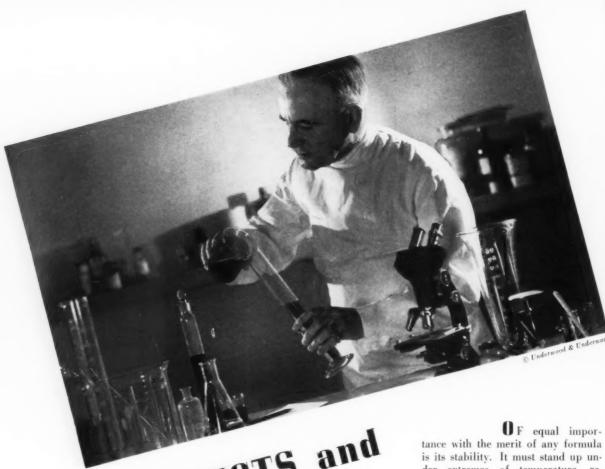
In eight out of ten direction labels on products in cosmetic lines, this same usage prevails. A full paragraph of eulogy, and a short sentence or two about application. English firms don't do this, and they get along all right, why must we exaggerate and overdo?

If your consumer knows your cream, she don't have to bother about it, but how are you to make new customers by this means? They certainly have to read your labels, and do you think a woman will be favorably impressed with the product when she has to read a lot of stuff like that when she's trying to find out how to use your product?

We can assure you she won't, she'll only be impatient, or dozens of them wouldn't come to us asking us to do something about it. Well—we're telling you about it here and now. The rest is up to you. It's a simple matter to revamp your copy the next time you order labels, if they are in the category of those we've just quoted. In fact it would pay you to scrap those you now have and see to it that the new ones are adequate and brief.

A customer antagonized is the nucleus of many sales lost. A customer pleased is the beginning of an endless chain of good-will, for you may be sure that she'll tell all her friends about a product she likes and say nothing—if she's kind!—about the one she's half-hearted about.

Begin the New Year by looking over your product labels and seeing to it that they tell the truth briefly and adequately from the customer's point of view rather than from your own or that of your advertising agency.



NEW PRODUCTS and RESTYLED ITEMS
by Raiph H. Alich

der extremes of temperature. repeated changes of temperature, not affect or be affected by its container and have a long shelf life. This is all quite apparent, yet the products that are bad actors on the jobber's and dealer's shelves are numerous and nationally advertised ones are among them. The shaving cream pits the tube with pin holes or corrodes the bottom end. The tooth paste gets too hard, discolors or takes on the hue of the plastic cap as exuded. The cream softens the liner, bleeds oil, separates, or discolors. The liquid fades or stains and may cloud or even precipitate. The soap fades or discolors and may even develop an off odor.

Are Produ

### The Age Test and How Made

There is no entirely trustworthy substitute for the age test. With proper equipment, however, certain adverse effects can be accelerated. By way of suggestion, some gauge of age can be obtained by maintaining some of the product for a period of weeks in a refrigerator and in a warming chamber maintained at 110-

Are You Planning to Launch a New Product? Tests to Make on New Are You Planning to Launch a New Product? Tests to Make on New Apply Formulas—Lining Up Sources

Products—Precarious Value of Patenting Formulas—Lining Up Sources

Products—Precarious Value of Patenting Formulas—Analytical Tests on New Ingredients

Materials—Analytical Tests on New Ingredients

of Supply for Raw

120° F. Held in glass it will show the ageing effect on the product, while in the container in which it is to be offered it will prove if the product affects or is affected by it or the closure liner.

Samples incubated at body temperature of 98-99° F for a period of days or as long as the available time permits will disclose whether fermentation, separation, double decomposition, molding or rancidity will likely take place.

Any product susceptible to freezing may be chilled in dry ice or an ice and salt bath to the point where there is visible evidence if freezing. If on gradually warming to room temperature there is any adverse effect on the product, the precautions in shipment to cold climates or in cold weather, can be gauged.

### Why Patent the Formula?

After the development is completed, the question of whether or not to patent the formula must be settled. The instances when a patent should be sought are rare so usually it should be dismissed from mind. A casual study of recent patents on specialty formulae uncovered many absurdities. Simple mixtures, often in use for years by others, have been granted protection. It is not the function of the patent office to pass on its merit so no significance attaches to it unless, stated on the label, it exerts a little psychological effect on the consumer.

The rush to the patent office by the ignorant and uninformed is to be expected and condoned. It is difficult to explain why large national merchandisers patent simple formulae. A patent discloses the formula and even the modus operandi and makes it available for use as is or for improvement by competitors.

Patents at best are a precarious protection. It takes more than inclination to protect a patent for much money and time can be so expended and on occasion for naught-when the suit is lost or patent declared invalid. Usually it is better to keep the new product and its formula a secret, so as to get firmly entrenched market wise before competition awakens to what it is all about and makes its onslaught. A process, or a formula built around a new chemical. or container when unique or different or that offers some advantage to the consumer or its manufacturer, should be protected by patent. The chances of infringement are more remote in this case and any infringements can be more satisfactorily prosecuted.

### Lining Up Suppliers for Raw Materials

When a new specialty is developed, new raw material is often required. It is the part of wisdom to start shopping for it as soon as it is established that there is a reasonable likelihood of any given material being utilized. In this way, time can be saved and payment of premium prices for any material bought during this period while the most economical, logical, first-hand source of supply is being lined up, can be avoided.

Stated again, the shopping and process of elimination of the unsuitable can be going on concurrently with the final developmental work. In passing, it has for years been this writer's practice never to employ the usual laboratory materials and reagents in any development, but to use commercially available materials from the very start of the research. Thus many adjustments in formulation, when the product is taken from the experimental to manufacturing batch, are avoided.

Lining up two or more sources of supply on every raw material has proven a satisfactory arrangement through the years. If a contract is entered into with the one, the second, or third can be turned to if the first falls down on quality, service or delivery for any reason or becomes insecure financially. On the other hand, if no contracts are made and several sources are set up, the purchase department is free to favor that vendor with the most attractive proposition .each time a procurement requisition goes through.

Sometimes a commodity already being used may appear of needlessly good quality for the new work and the temptation to use a second grade arises. Often it will prove false economy as these illustrations will indicate. One may be making a stearate cream using triple pressed stearic acid and feel that double pressed is plenty good enough for the new shaving or brushless cream. In all likelihood the slight saving will more than be offset by the higher perfume content required. The gum tragacanth used in white tooth paste or the quince seed used in the uncolored lotion may appear too high grade for the new tinted hair wave. Not only will color suffer in inferior gum but the lowered jelly strength will likely increase the final cost.

In closing this section, a few remarks about analytical tests on new ingredients may not be amiss. The U. S. P. or N. F. tests or the usual text book analytical procedure may be entirely inadequate. The absence of dirt particles, and low silica content of small particle size is more important usually than anything else in chalk. The apparent density (weight to volume) of zinc oxide and zinc stearate and the titre of the stearic acid from which the latter is prepared are in all probability of greatest importance. And so on and on as these are only suggestive.

### Semi-finished Materials Will Effect Savings

If the manufacturer makes his own perfume compound it would be asinine for him to add the long list of various ingredients singly yet accurately to each batch of his new product. Yet many do make equally absurd additions to their products that can be made up in advance equally as effectively as they do their perfume compounds. These are made up, held for use and added to the batch as semi-finished products.

Each new product offers its own opportunities for effecting this saving in time, and money and in some instances tie-up of equipment. However, a few typical but random cases are cited that they may suggest ways of putting such savings into use. Waxes, stearic acid and other solids can be melted up in bulk and the weighing or measuring into the batch made in the molten state. Various salts and colors in quantity can be dissolved then filtered bright and a volume equivalent to the desired dry weight added.

Concentrated materials such as saccharin in tooth paste can be ex-

tended in chalk and instead of weighing grains or grams inaccurately, ounces of extended material can be weighed in with a much higher degree of uniformity. Enough glycerite of starch for the same product for 2, 5 or 10 batches at a time can be boiled up as the size of the available equipment will allow. Perfume

can be rubbed out smooth with a part of the talc for aging or for eliminating the bolting of the whole batch or both for ordinary qualities of talcum powders. All the base pigments to obtain any given shade face powder can be milled and extended together instead of in separate portions of the preferred ingredient.

### ABSTRACTS FROM FOREIGN JOURNALS

Under this heading are published brief abstracts of articles, both technical and general, from foreign journals in this field, together with page and volume references. We cannot furnish complete copies of these articles or journals but will be glad to supply the addresses of the publishers upon request.

H. E. Cox describes the chemical aspects of dermatitis in *J. Soc. Chem. Ind.*, **55**, 775, 1936. Skin can be affected as follows: 1) corrosion or destruction of tissue, 2) tissue hardening with blocking of sweat glands, 3) loss of natural lubricant, 4) affecting nerve endings; to produce dermatitis an organic compound must be able to penetrate the skin, react with constituents of blood, and produce harmful substances. (Thru *J. A. Ph. A.*, **26**, p. 104, 1937.)

1

Hair waving preparations, both of the permanent wave and finger waving types, are described by H. Wentwort Avis; P. E. O. R., December, 1936, p. 480. Typical formula for finger waving is: quince seed base 35 ounces, potassium carbonate 4 ounces, preservative 0.2 ounces, spirit 15 ounces, perfume 0.3 ounce and water 45.5 ounces. An ammonia type permanent waving solution is: ammonia water (0.880) 12 ounces, borax 3 ounces and water 85 ounces. The theory of hair waving and action of alkalis on hair shafts is given. The work of other writers is quoted and reviewed.

2

Gums and mucilages, their viscosity and measurement of the same, gelatinisation thixotropy, stringiness,

stream orientation, emulsifying power along with physical characteristics of the gums proper are described by G. Middleton, S. P. C., March, 1937, p. 216. Reasons for using both acacia and tragacanth in emulsions are given. An apparatus for testing uniformity of mucilages is shown. Factors governing viscosity are stressed.

2

The opalescent substance of California orange oil terpene fractions is studied by R. Fornet in Seifensieder Ztg., 63, 1045, 1936. The material had a boiling range of 150° to 180°. It was not methyl anthranillate and thus far remains unidentified.

1

Inexpensive toilet soap perfumes are described by Monsoin, (D. P. Z., 23, 142, 1937) and formulas are given for 9 different odors. About 350 grams of perfume compound will be sufficient for 100 kilograms of soap. A white soap odor consists of: 20 methylacetphenone, 10-p-cresylacetate, 20 Buxine, 50 amyl salicylate, 350 jasmin for soap, 200 benzyl acetate, and 350 terpineol. All in parts by weight.

of.

Amyl salicylate has been found useful in the treatment of burns, according to the *British Medical Journal*, 1937, p. 380. While not possessing much if any antiseptic power, this can be obtained with other agents such as "abracide" a trade marked mixture of phenolic substances. Stewart finds this amyl salicylate possesses analgesic properties, and is useful in treating minor burns. In spite of its strong odour, it produces superior results to those obtained with other salicylates.

# **NEW PRODUCTS and PROCESSES**

# "Fat Filling" Tubes

For manufacturers who desire to put the same amount of material now used into a shorter tube to save tube metal or who wish to put more material into present tubes to add to the sales appeal of the package, the Stokes patented method of "fat filling" is offered by the F. J. Stokes Machine Co., 5912 Tabor Road, Philadelphia, Pa.

With it, it is claimed, the manufacturer may "fat fill" his tubes cleanly regardless of the consistency of the material. This is accomplished, it is pointed out, by means of specially designed attachments and cups which may be arranged for different degrees of "fat filling." The principle involved consists of retaining the original shape of the tube in maximum length utilizing the minimum amount of tube length for closing purposes, thus increasing the usable volume or shortening the tube to save metal.

### New Auto Check Weigher

A new auto check net and gross weigher which the manufacturers claim is so accurate that they are prepared to guarantee a maximum variation within 1/64th oz., plus or minus, is offered by the B. F. Gump Co., Chicago, Ill.

The weigher is made to handle granular, powdered, flaked or pulver-



Gump Weigher

ized materials in quantities ranging from ½ oz. to ½ lb. which it is stated are weighed, check weighed

and filled into containers in one operation. It is claimed that one operator can average from 18 to 25 completed packages per minute, feeding the bags into the bag opener, removing the filled bags, closing and stapling. A new bag opener is also a feature of the new machine.

# New Collapsible Tube Seal

To reduce losses due to leaky tube closures and to make it practical to market products in collapsible tubes which hitherto it has been impossible to package satisfactorily in this manner, the F. J. Stokes Machine Co., 5912 Tabor Road, Philadelphia, Pa., offers the new Stokes Westite process hermetic closure for collapsible tubes.

According to the manufacturer's description, the new closure is leak-proof, air tight and in many cases stronger than the tube walls. The new closure cements the tubes inside and out, the open end being precoated with a special adhesive inside and out to a width equal to the portion of the tube to be used in the fold. The precoat is applied by the tube manufacturer so that the tube user obtains his tubes already prepared for filling and sealing.

### New End Weld Tube Filler

A new tube filler which welds the ends of the tubes into a neat, tight and dependable closure, and which saves up to three quarters of an inch of metal on every tube, is the way the Karl Kiefer Machine Co., Cincinnati, Ohio describes its latest machine.

Before filling the tubes the machine is made to clean them with filtered compressed air, expelling all dust and carton fibre accumulation into a cloth bag. The filling mechanism has a dual control to regulate the speed of operation and the velocity of the fill which makes it possible, it is stated, to fill the tube free of air bubbles regardless of the consistency of the product. After filling, the ends of the tubes are shaved to make all of identical length and then the tubes are welded; the end may be given a double fold over if desired. A counter is provided to record the tubes filled and packaged.

Liquids as well as pastes are handled on the machine.

## **New Transparant Plastic**

A polystyrene molding material, which in its pure state is colorless and possesses a transparency approaching that of glass, is offered by the Bakelite Corp., New York, N. Y. The new material which bids fair to



Bakelite Polystyrene Jar

find much favor among perfumers and manufacturers of toilet preparations on account of its possibilities for molding more attractive packages is available at present only in the colorless state but as it may easily be colored it is planned to produce it in a full range of colors.

On account of its hard surface, it is pointed out that this product may be used to advantage where a permanent finish is desired. It is also stated to be unaffected by ordinary concentrations of both acids and alkalis.

# New Multi-Tray Clarifler

A new multi-tray clarifier which is designed and built on the principle of upward sludge filtration by means of a periphery intake channel is offered to manufacturers who have settling problems in connection with water, chemicals, solutions or mixtures by the Graver Tank & Mfg. Co., East Chicago, Ill.

The new clarifier consists of from one to seven inverted trays supported by brackets attached to the inner side of the tank shell. Above each tray a set of movable scrapers is provided to carry away the surplus sludge. The intake is made very large to reduce proportionately the rate of speed of incoming liquids and to produce minimum disturbance to the liquid.

# & events

# Lady Esther in New Headquarters

Lady Esther, manuturers of cosmetics, is now established in its beautiful new plant at 7171 W. 65th St., Chicago, Ill. This plant is provided with the most modern equipment and affords increased space and facilities.

# Beth Cain Appointed Bob Hart's Successor

Toilet goods people on the West Coast are congratulating Miss Beth Cain on her appointment as



The late Bob Hart and Beth Cain

manager of Kahn's toilet goods department at Oakland, Calif. For the past three years Miss Cain has been assistant to the late Bob Hart, and it is her expressed intention to continue the conduct of the department exactly as laid out by Mr. Hart. The snapshot shows Mr. Hart and Miss Cain on a recent buying expedition.

# Date Set for Drug Trade Dinner

The 1938 Drug. Chemical and Allied Trades banquet will be held on Thursday evening, March 3, at the Hotel Waldorf-Astoria, New York City. The reception will begin at 6:30 P. M.

Committees are being set-up and plans are underway to make this the most outstanding and successful gettogether the trade has ever known.

# Juliette Inc. Changed to Juliette Marglen Products Co.

The firm name of Juliette Inc., Hollywood, Calif., manufacturers of nail preparations, has been changed to Juliette Marglen Products Co. Eugene Coleman, Jr., is president of the company, and with him are associated Joe E. Brown, Raoul Walsh and Walter Pidgeon, all of the motion picture industry.

# Toilet Creams for "Women Over Thirty Years of Age"

A line of creams for women over thirty years of age is shortly to be offered by Fay Fagan of Lafayette, Ala., according to Patrick O. Moynihan, partner in the company. who recently visited the trade in New York City. Vitamins F and G will be utilized in making the tissue building massage and tissue building vanishing creams with a view to supplying what has been lost to the skin through the effect of time. A complete line of toilet preparations for beauty treatment, including a night lipstick without color to prepare the lips to receive and hold the lipstick during the day, is to be manufactured.

# Judges Selected for Irwin D. Wolf Awards

The American Management Association, sponsors of the Seventh Competition for the Irwin D. Wolf Awards for distinctive merit in packages, has appointed the following jury to select the prize winning packages: Richard F. Bach, director of Industrial Relations, Metropolitan Museum of Art; James C. Boudreau, director, School of Fine and Applied Arts, Pratt Institute; I. A Hirschmann, vice-president, Saks Fifth Avenue; Alice Hughes, columnist for the N. Y. Journal and Syndicated Newspapers; Edgar Kobak, vice-president, Lord & Thomas; C. B. Larrabee, managing editor, The Printers' Ink Publications; Ray M. Schmitz, associate Merchandising manager, General Foods Sales Co., Inc.; Dorothy Shaver, vice-president, Lord & Taylor; William Weintraub.

# Glazo Manicure Line Acquired by Halk

Glazo, Inc., a new company, has acquired from the Northam Warren Corp., the "Glazo" line of manicure preparations and

"Elcaya" toilet articles.

Louis W. Halk, at one time a vicepresident of the Northam Warren Corp. is head of the new organization.





Louis W. Halk

Louis K. Liggett chain of drug stores. Glazo, Inc. has been established by Mr. Halk at 50 Paterson Ave., East Rutherford, N. J., where the manufacturing, purchasing, sales and executive offices will be located.

It is understood that a strong promotion program will back the products of Glazo, Inc., and the firm's advertising will be placed by Monroe F. Dreher, Inc., New York City.

# New Officers for Drug & Chemical Section

The executive committee of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, at a meeting held December 14th, elected the following new officers: chairman, Philip M. Dinkins, American Cyanamid & Chemical Corp.; vice-chairman, Charles E. Kelly, Hagerty Brothers & Co.; treasurer, Robert B. Magnus, Magnus, Mabee & Reynard, Inc.

# "BIMS" Organized In Cosmetic Industry

To promote more friendly relations and good fellowship among the buyers, importers, manufacturers and salesmen in the toilet prep-

arations industry in the metropolitan territory, a new association known as "BIMS" has been formed with Charles W. Darr of Harriet Hubbard Ayer Inc., William Zimmerman of Helfrich Laboratories of New York Inc. and Martin Schul-



Chas. W. Darr

tes of the Hewitt Soap Co. Inc. as members of the executive committee

Other members of the general committee, in addition to the foregoing are: R. H. Badanes, McKesson & Robbins



Martin Schultes

Inc.; A. C. Burgund, Carr Lowrey Glass Co.; Augustus H. Bergmann, Oxzyn Co.; Warren Brown, American Druggist; Curtis Campaigne, Yardley & Co. Ltd.; Sewell Corkran, A. H. Wirz, Inc. and E. N. Rowell Co.; Frank L. Graham, DeVilbiss Co.; Harry Griffiths, Pennsylvania Drug Co.; C. R. Keeley, Toilet Requisites; F. J. Lueders, George Lueders & Co.; K. L. Patterson, Stanco Distributors Inc.; W. Kyle Sheffield, New England Collapsible Tube Co.

Membership is by invitation only and is limited to 100. Get-together golf games will be arranged for each year, and indoor affairs will be arranged during the winter months. One of the rules of the association is that no business is to be discussed or transacted during any gathering.

### Spring Courses in Cosmetology

The Spring term courses in cosmetology under the direction of Dr. Herman Goodman will again be given at the Brooklyn College of

Pharmacy of Long Island University. The second semester of these courses, which began last fall, is completely independent of the semester just closing. Students who begin with the spring session on Thursday evening, February 17th, 1938, enter immediately into formulation of creams, ointments, pastes of cosmetic varieties, and will not be handicapped as the two semesters are in reality independent courses. The lectures on cultural cosmetology beginning with the Spring semester are likewise independent of the lectures given in the fall. The matriculant may either take the lecture course or the laboratory course, or both. A special consideration in the matter of fees is offered to those taking the two courses.

# Complaints Dismissed by **Federal Trade Commission**

Complaints against the Bristol-Myers Co. and Yardley & Co. Ltd., charging re-sale price-maintenance, were dismissed by the Federal Trade Commission.

# **Endowment Committee** for College of Pharmacy

Plans for securing an endowment for the College of Pharmacy of Columbia University were formulated at a recent meeting of the board of trustees and an endowment committee was appointed which will soon begin active work. Members of the committee are: chairman, Dr. Edward Plaut; vice chairmen, A. J. Bauer and Henry Brenwasser; Dr. H. C. Lovis, S. Barksdale Penick, Charles W. Holton, Samuel W. Fraser, August W. Wasserscheid and William S. Gordon.

# Homan Appointed D. & O. Sales Manager

Charles O. Homan. who for 30 years has been connected with the Dodge & Olcott Co. has been advanced to the position of general

sales manager with headquarters in the New York office.

In his long asso-& Olcott, Mr. Ho-



the early part of 1918 Mr. Homan left his job as salesman in the New York City territory to enter the Army and served with the Medical Corps in France until the latter part of 1919.

Chas. O. Homan

On returning from France, Mr. Homan reentered the sales department of Dodge & Olcott covering an extensive territory throughout the east. Since 1926 Mr. Homan has concentrated on sales in the New York metropolitan area and also on accounts in Canada.



Joint booth of Prince Matchabelli and Parfums Weil at the National Horse Show in New York Recently. These were the only two perfumers represented at this fashionable event.

# Helfrich Extends Export Activities

As a result of the expansion of export activities, Helfrich Laboratories, of New York, Inc., has appointed Young & Glenn, 35 Water St., New York City, to handle its sales in the Latin American countries.

# Employee Retirement Plan for Merck & Co.

A plan for retirement income for its employees which will combine the insurance benefits of the Federal Social Security Act with a



Geo. W. Merck

tion in the profits of the company became effective January 1 in the organization of Merck & Co., Rahway, N. J.

The directors

form of participa-

voted \$75,000. to be utilized in the Supplemental Retirement Income Plan.

In announcing the plan to the employees, George W. Merck, president, stated: "The management of the company has for several years given careful thought and study to the problem of retirement income benefits. In this study it became apparent that the benefits under the Social Security Act do not meet the retirement requirements of our employees as fully as seem desirable."

The plan divides itself into two parts: "Part I. Future Service Retirement Income. This part pertains to retirement income for services of employees rendered after December 30, 1937; to the cost of this retirement income the company contributes on an equal basis with the employee. The joint contributions provide for the purchase of certain benefits from a leading life insurance company which is now providing life insurance for employees under a group life insurance contract.

"Part II. Supplemental Retirement Income. This part pertains to supplemental benefits which the company hopes to provide from time to time without cost to the employee. Employees should understand that such supplemental benefits are not guaranteed, but depend for realization upon future dividend payments by the company, which of course depend on the future earnings of the company.

"In making this additional protection available to employees, the company intends to continue its policy with respect to the existing sick benefit plan and holiday and vacation pay plan. The published provisions of the group life insurance plan now in effect will be continued."

# Dr. Ruzicka of Firmenich & Co. Honored by French Chemists

Dr. L. Ruzicka, director of the research laboratory of Chuit, Naef & Cie., Geneva, Switzerland, was awarded the title of Member of Honor of the Chemical Society of France, and received a medal in recognition of his work in the scientific field.

Dr. Ruzicka conducted numerous researches on the active principles of natural musks and civet, jasmin, absolutes of iris, and violet leaves, as well as synthesis of sex hormones, nerolidol and farmesol. In 1925 he organized the research laboratory for Chuit, Naef & Cie., whose American agent is Firmenich & Co., New York.

# Verley Agents Receive Plaque

Hoffman & York, Milwaukee, advertising agents for Albert Verley, Inc., Chicago and New York, were awarded a first prize in the



Plaque awarded Hoffman & York

form of a plaque by the National Advertising Agency Network at its recent annual convention. This organization awarded prizes for the best advertising campaigns produced by members in various classifications and the campaign which Hoffman & York prepared for Verley was selected from the consideration of appearance and results.

This entire series of advertisements have been published in The American Perfumer and were very resultful in stimulating inquiries and actual sales for Verley products.

# Montgomery Now Secretary of Fritzsche Brothers

Announcement h as just been made through F. H. Leonhardt, president of Fritzsche Brothers, Inc., that John H. Montgomery, former



J. H. Montgomery

assistant secretary, has been elected a member of the board of directors and secretary of the company to fill vacancies occasioned by the recent death of A. D. Armstrong.

Before coming to Fritzsche Brothers in 1925, Mr.

Montgomery was associated for some years with Antoine Chiris Co, where he served latterly as vice president. In 1918, while active in the Chiris concern, he helped to organize Capes-Viscose, Inc. After some months abroad studying European methods of production, he returned to this country to plan and direct construction of machinery and equipment for the first American plant devoted to the manufacture of viscose materials.

As vice president and general manager in charge of production and sales, Mr. Montgomery pioneered some of the earliest developments in the transparent cellulose cap industry. After the purchase of Capes-Viscose, Inc. by Du Pont, Mr. Montgomery joined the Fritzsche organization.

In 1930, he was made assistant secretary to Mr. Armstrong. Since then, in this capacity and in supervising the company's Flavoring Division, Mr. Montgomery's record has been one of conspicuous achievement. He thus brings to his new and enlarged responsibilities, exceptional ability and experience.

# Scroll Presented to Graham by Foragers

A testimonial scroll signed by members of the Foragers of America was presented to Frank L. Graham, guest of honor at the fortieth annual banquet of the association in the Hotel Astor, New York, January 8. About 140 attended the affair.

# Cosmetic Credit Men To Hear About World's Fair

Charles C. Greene will give a moving picture lecture on the forthcoming World's Fair at the January 20 dinner meeting of the Drug. Cosmetic & Chemical Credit Men's Association.



URNER WHITE METAL CO., Inc., New Brunswick, New Jersey

ANY well-known products packed in TURNER TUBES are increasing their usefulness and convenience and sales by being equipped with TURNER APPLICATORS.

Creating special applicators for any product that can be tube-packed is one of our specialties—just one phase of the complete cooperation and service you get from us.



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COMPANY, INCORPORATED NEW BRUNSWICK, NEW JERSEY

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HIGH GRADE PERFUMERY RAW MATERIALS for the SOAP, PERFUMERY & COSMETIC INDUSTRY

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From our representatives for the United States and Canada

ORBIS PRODUCTS CORPORATION
215 PEARL STREET NEW YORK CITY, N. Y.

# N. Y. Board of Trade Re-elects P. C. Magnus

Percy C. Magnus, president of Magnus, Mabee & Reynard, Inc., was re-elected president of the New York Board of Trade at a meeting of the board of directors on December 29th. This is the sixth consecutive time that Mr. Magnus has served as president of the organization.

# Morsani Organizes C. M. Machinery Co.

Cesare Morsani, formerly with the Highest Grade Machinists, has established the C. M. Machinery Co. at 241 Centre St., New York, N. Y., dealing in cosmetic, chemical and pharmaceutical machinery. The company will specialize in moulds for lipsticks, rouge and mascara.

# C. C. Conway Heads Group on Stock Exchange Reorganization

Carl C. Conway, chairman of the board of Continental Can Co. has been named chairman of the committee for study of the organi-

zation and administration of the Stock Exchange. This committee appointed by Charles R. Gay, president of the Exchange, includes many other well known members of the financial world. It is believed that the work of this new



C. C. Conway

committee will occupy the members until well into the Spring, although the committee will discuss its work and progress continuously with the Securities and Exchange Commission.

Quarters for the committee are yet to be selected and it is believed that it will engage its own staff and such personnel as may be required to assist them in the work.

# Would Submit Specifications to Bureau of Standards

The suggestion to submit specifications for establishing commercial standards for household disinfectants and insecticides to the Bureau of Standards was carefully discussed at the meeting of the Insecticide and Disinfectant Manufacturers' Association in New York December 6 and 7. This followed an intense discussion of legislative trends. The suggestion met with general approval.

Officers elected for the following

year are: President, J. L. Brenn, Huntington Laboratories, Inc., Huntington, Ind.; First Vice-President, William J. Zick, Stanco, Inc., New York; Second Vice-President, Wallace Thomas, Gulf Refining Co., Pittsburgh, Penn.; Treasurer, John Powell, John Powell & Co., New York; Secretary (honorary) John H. Wright, John H. Wright Co., New York; Executive Secretary, Mrs. E. D. Sullivan, 122 E. 42nd St., New York. Through a new arrangement the office of secretary will be handled by an executive committee, of which Ira P. MacNair, of the MacNair-Dorland Co., New York, will be chairman.

# New Directors Elected for Soap & Glycerine Ass'n

The Association of American Soap & Glycerine Producers has elected the following directors for 1938: F. C. Adams, Andrew Jergens Co.; H. D. Banta, Iowa Soap Co.; N. R. Clark, Swift & Co.; S. Bayard Colgate, Colgate - Palmolive - Peet Co.; F. A. Countway, Lever Brothers Co.; N. S. Dahl, John T. Stanley Co.; R. R. Deupree, Procter & Gamble Co.; G. A. Eastwood, Armour & Co., S. S. Fels, Fels & Co.; F. H. Merrill, Los Angeles Soap Co.; G. A. Wrisley, Allen B. Wrisley Co.; and C. F. Young, Davies-Young Soap Co. F. A. Countway was elected president and N. S. Dahl treasurer. All other officers were reelected.

# "Eau De Quinine" Held Exclusive Pinaud Trademark

The words "Eau de Quinine" constitute a valid trademark for a long advertised and popular toilet water and shaving lotion of which Pinaud, Inc., is the lawful owner.

This was the decision of Judge John C. Knox in terminating litigation instituted on December 4, 1934 by Pinaud, Inc. against William Spero and Herman Arkus, trading under the firm name and style of Wendy Perfume Co. and Fallis Inc., in the United States District Court for the Southern District of New York.

Under the decree—far-reaching in significance to the holders of all trademarks for manufactured products—the Court found first that "Eau de Quinine" is a valid trademark belonging only to the House of Pinaud, and secondly that the defendants had unfairly competed with Pinaud and had infringed upon the French perfumery establishment's trademark by selling a hair tonic not manufactured by Pinaud called "Eau de Quinine," and by selling a toilet water called "French Lilac," a translation of Pinaud's trademark "Lilas de France."

# R. M. Stevenson Returns to Detroit

R. M. Stevenson, sales manager of Givaudan-Delawanna, Inc., New York, has been granted a leave of absence effective about February 1, and



R. M. Stevenson

will spend most of his time in Detroit in connection with the manufacturers agency business there which during his absence for the past two years has been in charge of John K. Stevenson.

Mr. Stevenson represents the following well-known

firms in the drug and chemical line—Givaudan-Delawanna, Inc., R. J. Prentiss & Co., and the White Metal Manufacturing Co.

In addition, arrangements have been concluded with the Pennsylvania Refining Co., of Butler, Pa., to represent them in the Michigan territory covering white oils, petrolatum and "Insecti-Sol," their new odorless insecticide base. Additional non-conflicting lines in the chemical and allied fields are under consideration. Warehouse facilities will be established in Detroit to carry stocks for local distribution.

# New Molding Plant for General Electric

The increasing use of plastics products has necessitated the opening of a new factory by General Electric Co. at Pittsfield, Mass. The new plant, built at a cost of approximately \$1.000,000, is devoted to the research, development, design and manufacture of molded plastics products, and is equipped with the latest molding machinery. The company also maintains plants at Lynn, Mass., Meriden, Conn., and Fort Wayne, Ind. for the manufacture of plastics, and employs over 1600 workers who are engaged in this work.

# Frank M. Bauer Home from Europe

Frank M. Bauer. president of Pfaltz & Bauer Inc., New York, N. Y., has returned from a six weeks' trip abroad which included visits to the principal centers in Germany, Switzerland, France and England. While the trip was made partly for pleasure, Mr. Bauer spent much time in conference with the foreign manufacturers of scientific instruments and laboratory supplies, and also of fine chemicals for whom his company acts as American selling agent.

# E. V. Killeen's Daughter Married to W. H. Sullivan

Miss Clare Killeen, daughter of Edward V. Killeen, president of George Lueders & Co., New York, and Mrs. Killeen, was married on January 5 to William Hamilton Sullivan. The ceremony was performed by Cardinal Hayes in St. Patrick's Cathedral, and a program of organ music was played by Pietro Yon. After a wedding trip to Nassau and Hayana, the couple will reside in Brooklyn, N. Y.

# Dr. Guenther Home From Extended Trip

Dr. Ernest S. Guenther, chief research chemist of Fritzsche Brothers, Inc., returned to New York on December 22, after an absence of

eight months, during which time he stopped at the company's plant in Seillans, France, visited several other European countries and made two extensive journeys to western and eastern Africa. During his trip he covered nearly 30,000 miles, half of which he traversed by air.



Dr. E. Guenther

to supervise production of natural flower oils and to oversee construction of the additions being made to the company's plant. Early in June he was joined by Ben F. Zimmer, vice president, and together they drove through Switzerland, Germany and Italy, thence back to Seillans.

In early July, after consulting with the French Colonial Administration in Paris, regarding the French colonies he intended to visit. Dr. Guenther sailed from Marseille for French Guinea. He arrived at Konakry and then drove to the interior to the principal centers of sweet orange oil production around Mamou and Labe in the Fouta-Djallon, where he made a careful survey of conditions. Returning to Konakry, he left by steamer for Dakar in the Senegal from which point he flew in an overnight flight to Casablanca, Morocco. From there he drove by car into the interior of Morocco, through the Riff and Atlas Mountains and a part of the bordering Sahara Desert. On this portion of his trip, Dr. Guenther visited Morocco's new and intensely interesting essential oil developments where thyme, pennyroyal, origanum, myrtle and rosemary are being cultivated on an increasingly large scale. From Morocco he crossed Algeria and returned to the Fritzsche



Orange Oil Pressing by natives in French

plant in Seillans in time to supervise production of the annual jasmin crop.

Early in September, Dr. Guenther commenced the second portion of his journey which was to cover the important essential oil developments in eastern Africa. He flew by Imperial Airways from Marseille to Rome. Athens, Alexandria, Wadi Halfa and Khartum, following the river Nile and across Uganda to Kisumu on Lake Victoria. Here he transferred to a smaller plane which carried him across Kenya to Nakuru. From this point he journeyed to Njoro for an investigation of the production of geranium oils, Mahwa (a type of geranium) and the recently developed lavender plantations. A trip by automobile then took him through Kenya's wild game reserves to Nairobi. From this city he flew to Zanzibar where he investigated the clove situation.

The next stop on his itinerary was at the Comoro Islands which he reached by steamer. Subsequently he spent several weeks at Nossi-be making a survey on this Island and neighboring parts of Madagascar of the production of oil of ylang-ylang. lemongrass, pepper and vanilla. From Nossi-be he travelled by steamer to Tamatave on the eastern coast of Madagascar. Journeying north by car, he reached Fenerive and there made a study of this important center of clove and cinnamon production. Returning to Tamatave, Dr. Guenther embarked for Reunion Island to make a survey of the situation with regard to geranium, vetiver and ylang-ylang oil production. From Reunion he commenced the return trip, reaching Zanzibar by steamer and from there back to southern France, by continuous flight via Imperial Airways.

Arriving at Seillans after many thousands of miles of hazardous travel, Dr. Guenther was approaching the factory when his car suddenly skidded on the wet roadway and crashed into a tree. It was competely demolished and Dr. Guenther was badly cut about the face and throat and received a slight fracture of the sternum. After several weeks recuperating, two of which were spent in the hospital, he reembarked for New York.

He was most impressed by the splendid development of air transport which now enables the traveller to reach the remotest parts of Africa in the comfort of luxurious airliners and in a matter of hours and days, whereas such journeys formerly took weeks and sometimes months of the most arduous travel.

Another amazing development is that of the new essential oil industry which is being fostered in Morocco. This is favored at present by the Civil War in Spain, by extremely low labor costs in Morocco and by climatic conditions ideally suited to the development of many important essential oils. The Berbers, who provide much of the cheap labor, possess unusual intelligence and tremendous capacity for long hours and hard work. Also, new and splendid roads have aided tremendously in this development.

The situation with regard to clove oil in Zanzibar is still very complicated.



Separation of Clove Buds and Clove Stems in Zanzibar

The government has enacted rigid regulations in regard to ownership, standardization and export of clove. While this has tended to bring about a much needed stabilization of prices, it has also aroused the ire of the Indian intermediaries who are now attempting to boycott Zanzibar cloves. Contrasted with this, the clove industry in Madagascar is not sufficiently organized to give buyers guarantees in regard to quality and especially moisture content of the dried clove buds.

During his visit to the beautiful island of Reunion, Dr. Guenther was struck by the primitiveness of geranium production and by the poverty of the white people whose forebears settled on this island more than two hundred years ago and who still cling to their ancient traditions and customs.

These and many other interesting observations will be discussed in full detail by Dr. Guenther in a series of articles which he is now preparing.

# Betty Wells In New Home

Betty Wells Cosmetic Co., manufacturers of toilet preparations, has recently moved from San Francisco to new quarters at Capitola by the Sea, Calif.

# Substantial Sales Reported at Fritzsche Sales Conference

Fritzsche Brothers. Inc., producers of essential oils, flavor and perfume raw materials, held its annual sales convention during the week of December 6 to 11 at the New York headquarters in the Port Authority Commerce Building. The occasion brought to the city twenty of the company's sales force for a series of business and sales conferences. Vice-presidents George L. Ringel and Ben F. Zimmer in charge of sales, were in daily attendance along with other executives and department heads. F. H. Leonhardt, president, directed the week's activities.

All departments of the company's business have enjoyed substantial gains during the past twelve months. During the conferences plans were discussed and adopted for continued augmentation of business through better services, increased efficiency and coordination of effort.

The program included luncheons daily for the sales organization at the Hotel New Yorker, an evening at the International Casino, and on December 11, the company's annual dinner-dance was held as a climax to the week's activities. This event, surpass-

ing all previous Fritzsche parties in attendance, brought together 206 executives and employes. At the suggestion of Mr. Leonhardt, everyone present participated in a silent toast to the memory of the company's late secretary, A. D. Armstrong, whose recent demise introduced the one sad note to an otherwise gay and festive occasion.

## Coe Announces Naugatuck Chemical Plans

Maurice G. Couderchet, recently of Bruno Court, Grasse, has been appointed manager of Naugatuck Aromatics representing the Naugatuck Chemical Division of United





M. G. Couderchet

J. P. Coe

States Rubber Products, Inc., succeeding Burton T. Bush, it has been announced by John P. Coe, general sales manager for Naugatuck Chemical.

Mr. Coe also announces the establishment of Naugatuck Aromatic headquarters at 153 Waverly Place, New York City, where a perfume laboratory will be maintained as well as a complete stock of essential oils, absolutes and aromatic chemicals. Tonnage shipments will continue to be made from the factory at Naugatuck, Conn.

Naugatuck Aromatics combines for the United States the entire facilities in aromatic chemicals, essential oils and perfume specialties of Naugatuck Chemical, Bruno Court, Compagnie Africaine Des Plantes a Parfum and Louis Bornand. Mr. Couderchet will be assisted by Allan L. Ritch and Frank H. Sloan, sales representatives and Georges C. Coquel, perfumer. The other offices maintained by Naugatuck Aromatics are in Chicago at 440 West Washington St. and are under the direction of Harold J. Edmon and in Los Angeles, Cal. at 1313 North Vermont Ave., with the Charles J. Horney Co. as representatives.

Mr. Couderchet comes to Naugatuck Aromatics with a background of many years experience in the essential oil trade both in the United States and in foreign countries and he has visited 22 producing countries.

# Serge de Gorin With Parfums Chevalier Garde

Serge de Gorin, associated with the perfume and cosmetic industry for many years, has been appointed representative for Parfums Chevalier Garde, New York, and will cover the New England and Southern territories, where he is well acquainted.

A meeting of all the company's representatives was held on January 2 at which plans for Easter promotion were discussed. A large advertising appropriation has been made for the coming year.



Luncheon held during Fritzsche Brothers Annual Sales Convention

# COLLAPSIBLE TUBES

1937 was a big year for tubepacked products. 1938 is expected to be an even bigger year . . . because consumers are developing a pronounced preference for the convenience and economy of tube-packed products for daily use and for traveling. Prepare now to put your products in tubes that are made right,—styled right, priced right. Ask for samples!

N.B. We are also headquarters for METAL CAN SPOUTS for various household products.

WHITE METAL MANUFACTURING CO.

New York Office F. L. Butz 393 Seventh Ave.

HOBOKEN, NEW JERSEY
Chicago Office, Charles A. Rindell, Inc., 64 West Randolph St.

Detroit Office R. M. Stevenson 506 Donovan Bldg

# William E. Taylor

William E. Taylor, vice president and director of the American Can Co., died suddenly December 9 in St. Luke's Hospital, Chicago, after

addressing a district sales meeting at the Chicago Athletic Club. He was 59 years of age.

Mr. Taylor came to the American Can Co. at the time of its formation in 1901 as a mechanic at the Baltimore factory. He later held the



Wm. E. Taylor

position of foreman at the Philadelphia factory and was then transferred to the Eastport, Me., factory in 1909 as superintendent. In 1912 Mr. Taylor was again transferred, this time to the equipment division in the New York office. In 1917 he became assistant manager of the equipment division and in 1919 manager of the division. From this position he rose in 1923 to general manager of manufacture and in 1932 became vice-president in charge of manufacture.

Constant improvement of machinery and equipment was one of Mr. Taylor's main objects, and much of the machinery in the can factories show some mark of his efforts. Mr. Taylor was very widely known in the entire industry, and was held in high regard by all who knew him. Having come through the ranks of the company himself, he had a strong interest in the welfare of the employees of the company, as was evidenced by his sympathy and understanding with which he dealt with their problems

Mr. Taylor was a resident of East Orange, N. J., where he had lived for many years. Surviving him are his wife, Mrs. Emma C. Taylor, and two sons, Russell C. and William E. Taylor, Jr., both of Greenwich, Conn.

# Robert Hart

Robert Hart, manager of the drug and toilet goods department for the Owl Drug Co. at Kahn's Department Store, Oakland, Calif. died recently in that city. Mr. Hart, a former district manager for the Liggett Drug Co. in the East, had been for some years a manager for the Owl, being transferred to the West Coast at the time of the association of the two chains.

### Wilfrid Vernon Guenigault

Wilfrid Vernon Guenigault, manager of the essential oil department of Chas. Zimmermann & Co. Ltd., London, England, died suddenly last month. Mr. Guenigault had been associated with this company since 1909, and his loss will be keenly felt.

# W. Herbert Hammersley

W. Herbert Hammersley, associated with Swindell Brothers Inc., Baltimore, Md., in many capacities for nearly forty-five years, died suddenly on December 24 at the age of 63. He was a man of splendid character and ability, and his loss will be keenly felt by the Swindell organization. Harry Crum has been appointed to take over Mr. Hammersley's duties.

# L. S. Helfrich

L. S. Helfrich, father of J. H. Helfrich, president of Helfrich Laboratories, Chicago and New York, died in San Francisco December 10.



L. S. Helfrich

Mr. Helfrich was born in Bath, Pa. on Aug. 1, 1850 and graduated from the Philadelphia school of Pharmacy in 1870. From that time until 1925 he was actively engaged in the manufacture of pharmaceuticals and toilet prepara-

tions, having been employed by some of the better and larger houses in the country. Since the death of his wife last October Mr. Helfrich had been in ill health.

# Paul S. Rumpel

Paul S. Rumpel, merchandising manager of W. C. Ritchie & Co., Chicago, Ill., died on December 26 from injuries incurred in an automobile accident November 24. He was 53 years old. Mr. Rumpel had been associated with many of the leading paper box manufacturers before joining the Ritchie organization in March, 1932. Surviving is his widow, Mrs Fannie Rumpel.

### Madame Roure

Madame Roure, widow of Louis Roure and mother of Louis Roure, former consul general of the District of St. Wallier de Hiney, and of Jean Roure, died in Grasse, France, December 8 at the age of 85 years. Her husband, Louis Roure was one of the founders of Roure Bertrand Fils.

# Dr. Sanja Schwabacher

Dr. Sanja Schwabacher & Co., New York, died suddenly on December 11 at the age of 46. He received his education in Geneva and Berlin, and came to the United States in 1921 to act as representative for Oelwerke Julius Schindler, German oil refiners. In 1925 he organized his own company to take care of the Schindler interests. Surviving are his widow, a son and a daughter.

Gustav Schindler, son of Julius Schindler, has taken over the management of S. Schwabacher & Co.

# Leigh Bence Liggett

Leigh Bence Liggett, son of Louis K. Liggett, founder and head of the United Drug Co., Boston, died in that city December 1 at the age of 40. Mr. Liggett was a graduate of Harvard University, and at the time of his death was controller of expenses of the United Drug Co. He was also a director of Drug Securities, Simmons Hardware Co. and Pocasset Realty Co.

# Frederick H. Daland

Frederick H. Daland, president of Daland & Co., New York, soap manufacturers, died November 22 after a long illness. He was 70 years old. Surviving are his wife, Mrs. Alma Daland, and two sisters, Mrs. Georgia Elder and Mrs. Fannie Norton.

# Dr. Charles H. LaWall

Dr. Charles H. La-Wall, dean of pharmacy at the Philadelphia College of Pharmacy, and one of the Country's leading authorities on



Dr. C. H. LaWall

drugs and chemicals, died December 7 at the age of 66. He entered the Philadelphia College of Pharmacy as a student in 1890 and within 28 years was its dean.

Dr. LaWall was a former president of the Amer-

dent Pharmaceutical Association, and joint author of "Leffmann and LaWall's Organic Chemistry", collaborating editor of the "United States Dispensatory" and "Remington's Practice of Pharmacy", and author of "Four Thousand Years of Pharmacy". He was chairman and secretary of the United States Pharmacopoeia Revision Committee, a member of the Revision Committee on National Formulary, and served on numerous other government commissions.

# HERE and THERE

- ▶ Frederick Rentschler, president of the Art Tube Co., Irvington, N. J., spent the holidays in France visiting friends in the collapsible tube industry in Montrouge. He left on the Europa December 15 and before returning to the United States in the Spring will visit England, and Denmark. After his return he plans to visit several countries in South America.
- ▶ Frank Mahr, New York representative of the Blake Mfg. Co., joined the ranks of the benedicts November 28 when the clergyman of the Lutheran church of Stapelton, L. I., made him the fortunate husband of Miss Anna Smith of Stapelton.
- ▶ Lloyd R. Moore has been appointed superintendent of the Mystic, Conn., plant of Packers Tar Soap, Inc.
- ▶ Harry Hilfer, formerly research chemist for Max Factor & Co., Hollywood, Cal., has returned from a trip to Mexico with Mrs. Hilfer. Mr. Hilfer is making his headquarters in New York City prior to an announcement of his plans.
- ▶ Lowrey Kammer, youngest son of Mr. and Mrs. A. F. Kammer, has been appointed assistant manager of the Princeton University football team.
- ▶ Kenneth Ebert, son of S. H. Ebert of the Interstate Color Co. will lecture on colors at the Brooklyn College of Pharmacy, Long Island University, January 20.
- ▶ L. H. C. Huntoon, president of the National Collapsible Tube Co., Providence, R. I., is an enthusiastic advocate of the attached cap. "We feel," he states, "that eventually one of the caps of this nature will be adopted for certain lines and will be as much a part of the tube as the present screw cap. Like all new items it takes a long time to get them properly started especially when the backers, so to speak, cannot appeal directly to the public. With the continual work going on, with a view to lower costs through better production equipment this type of cap should in the future be on an even

better competitive basis with the regular screw cap."

- ▶ Michael Lemmermeyer of Aromatic Products Inc., New York City, is recuperating from the effects of an operation for appendicitis in a Brooklyn hospital just prior to Christmas week.
- ▶ Malcolm Hart, formerly assistant sales manager of Pepsodent Co., Chicago, has been appointed sales manager. J. Baxter Gardner, formerly assistant advertising manager of the company, has been appointed advertising manager.
- ▶ The historic Leipzig Trade Fair will hold its 1,979th session from March 6 to 14, 1938.
- ► Stanley Shera has joined the Hirestra Laboratories, Inc., New York, N. Y., in a sales capacity. Mr. Shera was formerly toilet goods buyer for Mutual Buying Syndicate, Inc.
- ▶ H. A. Goodwin, advertising manager for the Continental Can Co. has been placed in charge of the newly created market research and development departments. Mr. Goodwin's headquarters will continue to be in New York City.
- ▶ Joseph Byrne, formerly publisher of the old *Perfumers' Journal* has gone to Sunset Island off Miami Beach, Florida. Mr. Byrne is now an enthusiastic yachtsman and operates an 80-ft. power yacht.
- ▶ Louis Spencer Levy, former publisher of the American Perfumer and Mrs. Levy who are making an extended tour around the world, spent the holidays in Italy.
- ▶ Doleith Laboratories, Inc., Tulsa, Okla., has appointed Beryl Brown Bliss, former prima donna with the Chicago Civic Opera Co., as its sales representative in the midwest and eastern states.
- ▶ Donald Gilruth, who has been appointed manager of the foreign trade department of S. B. Penick & Co. is an accomplished linguist. For 17

years, he lived and travelled extensively in Europe, the Orient, Africa, Australia, and Latin America. During the World War, he was an officer of the Black Watch regiment and on five occasions was decorated for conspicuous service.

- ▶ S. Bayard Colgate, president of the Colgate-Palmolive-Peet Co. in his address as president of the American Soap & Glycerine Producers, pointed out that for thousands of Americans the weekly Saturday bath is the fact of today rather than the joke of yesterday. Mr. Colgate praised the Federal housing plan and maintained that everything the soap industry does to promote cleanliness will reflect itself in bringing higher living standards.
- ▶ R. L. Kenah, dean of the collapsible tube industry in the United States, has three pet hobbies: one is the Beaver Valley General Hospital of which he is president; another is the Beaver County Children's Home, of which he is president of the board of trustees and to which he devotes much of his time; and the third is a persistent effort to reach par on the 18 hole golf course on his beautiful country estate at New Brighton, Pa.
- ▶ Irvin Zeluff, for 15 years perfumer for Parfumerie Rigaud, has joined the staff of chemists of C. H. Stuart & Co., Inc., Newark, New York State.
- ▶ Benson Storfer, president of Parfums Corday, Inc., New York City, expects to return from Europe the latter part of January.
- ▶ S. H. Ebert, of the Interstate Color Co. plans to leave by automobile February 1 for Florida to visit his son William Harvey Ebert in Miami. He will be joined by another son Edmund who plans to fly to Miami. S. H. Ebert will then sail to Cuba on a business trip.
- ▶ Davis Factor sailed recently on another of his trips to London, where he will visit the British branch of Max Factor, Inc.
- ► Frank Meiners. 130 W. 42nd St., New York, N. Y., has been appointed New York representative for Young Brothers Inc., box manufacturers, Providence, R. I.

# **CANADIAN NEWS and NOTES**



# **Toronto Perfumers Hold Dance**

What was claimed to be the most successful dance in its history was recently held by the Toronto Branch of the Association of Canadian Perfumers and Manufacturers of Toilet Articles. The Association gives much of the credit to Alex Burns for the success of the dance as a result of his efforts as chairman of the Reception Committee.

More than 180 were present and the dance was held in the main dining room of the Royal York Hotel on December 6, where guests dined and danced from 10.30 p.m. to 1.30 a.m. following a reception which commenced at 9.30. Out-of-town guests included Robert Carr of the Andrew Jergens Co., Perth. Ontario, immediate past president of the Canadian Association, and Mr. and Mrs. F. C. Breeze representing the Montreal Branch. General chairman of the affair was vice-president C. G. Carmichael.

# New Addition To Colgate Plant

Work is under way on another addition to the plant of Colgate-Palmolive-Peet Co. Ltd. in Toronto. The appropriation for the new addition is said to be \$250,000, of which \$85,000 is addition to floor space and the remainder for new machinery.

# Traveling Men's Auxiliary Meet At Luncheon

The regular luncheon of the Travelling Men's Auxiliary to the O.R.D.A. was recently held in Toronto

and devoted largely to the Ontario Retail Druggists' Association with President W. E. Dunlop as guest speaker. A large delegation from Hamilton, where the convention is being held next year, was present. President Jack Hill stated that the Travelling Men's Auxiliary now has \$300.00 in the treasury which is more than at any previous time. He extended thanks to Frank Tobin for his splendid work as chairman of the dance.

# Post Graduate Courses At College of Pharmacy

News which arises out of the annual meeting of the council of the Ontario College of Pharmacy in Toronto is to the effect that Ontario will have a post-graduate course for students at the college. For some time there has been rumor to that effect going around in the drug profession. Now, however, definite assurance has been given by two councillors that the O.C. P. has the question under definite consideration.

## New Tax Law Enacted in N. B.

Legislation which was recently enacted in the province of New Brunswick places a tax on retail sales in that province by companies, the majority of whose stock is owned or held outside the province. This legislation became effective by an order in council which appeared in the Royal Gazette November 10.

Two classes of taxation are established, class "A" including those engaged in the sale of gasoline, oil and

grease, class "B," including those engaged in the sale of any other goods or merchandise including chain variety stores, drug and hardware stores, etc.

The new law affects chain stores, mail order firms and all other firms selling direct to the consumer in New Brunswick where the majority of the firm's stock is held by interests outside the province. It is stated that all corporations and companies coming within the scope of this tax have been billed for the amount due the province retroactively, as of November 1936.

Interviewed by The American Perjumer, a number of executives of Ontario mail order firms selling in New Brunswick revealed considerable opposition to the new tax measure. Some opposed it in principal rather than because of adverse effects it might have on sales in that province.

# Lever Products Price Protected

Lever Bros. Ltd. Toronto announce that all products made
by their company will be price protected in the Province of Ontario starting at once. The new policy is said to
be followed only in the Province of
Ontario at the present time, according
to company officials. This will apply to
all products whether distributed through
the grocery or drug trades.

# New Store For Vancouver Drug

A new store has been opened in Pentiston, B. C. by the Vancouver Drug Co., under the management of John Cann. Mr. Cann was formerly on the staff of the Vancouver Drug Co.'s Georgia and Granville Sts. store.

# Parke & Parke Celebrate Anniversary

Parke & Parke Ltd. operating one of the largest drug stores in Ontario, recently celebrated their 45th anniversary in Hamilton and the fourth anniversary of the establishment of their big store at McNab St. and Market Square.



# How the New Osmodor Bases Simplify The Restyling of Your Line

You know that you will give your line a new sales-impetus if you restyle its odor. But you probably haven't done it from lack of time to work it out.

That is where our new line of Osmodor bases helps solve your problem. They are semi-finished compounds which save you part of the work. Yet they give you plenty of chance to use your creative skill in the final result. They are especially adapted to the needs of the larger manufacturer.

Each Osmodor base has a distinctive characteristic note, which greatly simplifies your getting the result you want. There are 45 Osmodor Bases with many variations which range all the way from new herbal and moss notes to attractive variations of rose and other floral favorites.

Send today for our descriptive circular. You can tell from this which of the characteristic odors will serve your purpose best.

# SCHIMMEL & CO., INC.

601 West 26th Street

New York City

BOSTON

**CHICAGO** 

LOS ANGELES

TORONTO



we start the new year...
in our new plant... with
more space... and
greater facilities... to
take even better care
than ever before of the
increasing requirements of our good customers... and ... eager
to welcome new friends
... yessirree...

...we'll treat them RIGHT...

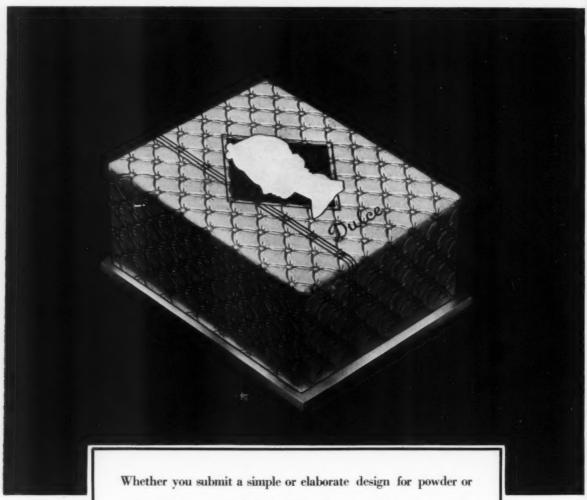
ART TUBE COMPANY

# by MAISON G. deNAVARRE

- MYRISTIC ACID Potassium, sodium and triethanolamine derivatives of myristic acid are all excellent foaming agents. One supplier offers the acid in pure form as well as the potassium derivative. The myristates are valuable additions to soaps, shaving creams, shampoo, liquid soap and any other product where a good foaming material is desired.
- VITAMIN "F" It now seems that the one isomer of linoleic acid is not the only material that can cure the "fat deficiency" disease first de-scribed by Burr; it has since been made famous as a cosmetic material. Turpeinen reports that arachidonic acid is at least 3 times as effective as linoleic acid. This superiority suggests the hypothesis that the animals need is for the arachidonic acid, and that linoleic acid is of benefit solely on account of its conversion into the more active arachidonic acid. This report substantiates the Burr "fat deficiency", but it does nothing to support the claims made for "Vitamin F" as applied to the skin.
- PERBORATE SOLUTIONS One of the safest oxygenated solutions used in cosmetic practice is that of sodium perborate. Its well known instalibility has been a serious setback for a wider usefulness. Textile Colorist reports that the addition of soap to such solutions makes them more stable. However, even in the presence of soap, the high alkalinity remains as a detrimental factor. It is claimed that perborate solutions are ineffective bleaches in the absence of soap. From this information a cosmetic manufacturer might set his research staff to working out something worthwhile for the industry as a whole.
- SHAMPOO It is a well known fact that coconut oil shampoo lathers well and quickly. It has the drawback of poor body however. To increase body, use can be made of various oils containing higher fatty acids and glycerides, such as castor

- oil, olive oil, etc. The addition of sulfonated oils has a tendency to suppress irritation due to coconut oil soaps, according to *S.P.C.*, our British contemporary.
- GLYCERIDES If you have refrained from using newer synthetic fats such as the lauric, myristic, stearic and other glycols or glycerides, then you have been depriving yourself of exceedingly useful materials. Don't kid yourself into thinking that these are temporary novelties. Quite the contrary. The better creams of today, and the creams of tomorrow will be made from these materials. It is believed to be a poor business practice by some to use an ingredient made by one house only. We won't argue this point. But now, there are about a half dozen makers of these esters, and that makes them competitive materials, just as much so as beeswax or mineral oil.
- SHAVING One of the most outstanding pieces of cosmetic research, is that published by E. J. Casselman, Fellow at the Mellon Institute, for the Magazine Repeating Razor Co. If you haven't read this, better get a copy of the Scientific American for November 1937. There is meat in it.
- ELECTRIC RAZORS Maybe you are one of the shaving cream makers that is not worried by the sale of electric razors. Maybe not. Regardless, the increasing number of electric razors sold, will continue to cut into the sale of shaving preparations. The wise man will be prepared to take up the slump in shaving cream sales with some other product. Are you making preparations?
- SOAP vs. SOAPLESS We are often asked to compare soapless with soap shampoo. The following is based on observation only, and requires further study for complete corroboration. We find that the most useful shampoo is composed of the usual mixture of coconut, olive and/

- or castor oil soaps, together with soapless wetting agents. Wetting agent alone is too good a cleanser. Soap alone is not as good as wetting agent. But soap is, to our way of thinking, not as drying. Soapless materials often lack body. Soap can give body to the shampoo. Soapless materials prevent the deposit of insoluble lime and magnesium soaps on the hair, from soap shampoo. Soapless ingredients leave the hair feeling soft, with good luster. Soap does not. And this could go on and on. But you get the idea, don't you?
- have become recently available. They are tri-ethyl and tributyl citrates. Sold in 70% purity as technical chemicals, these solvents should find some application in nail enamel manufacture. Interested manufacturers can obtain the supplier's name by writing to The American Perfumer.
- ALUMINUM STEARATE Three new aluminum stearates, the mono-, di-and tri-stearates are now available from one manufacturer. The materials are particularly useful in industries outside of cosmetics. But the gelling action of aluminum stearate ought to be of some interest to the toilet goods industry. Novelties utilizing this property, might surprise even skeptics.
- DRENE SHAMPOO If you are interested in checking patent literature on this product, and many seem to be, you might read patents No. 1,968,793 through 797, which describe this product.
- NICOTINIA For years we have tried to get some perfume house to offer a replica of this flower. Finally, one Eastern house is now selling this odor. Very different, exceedingly haunting, refreshingly novel. You ought to get at least a smelling sample for trial. You'll like it.
- meds a small electric hot plate at some time or other. Especially one that has a thermostatic heat control. One of the laboratory suppliers now offers such a hot plate for three bucks and a half, thermostat and all. It is a handy little gadget, looks like a frying pan on legs.



Whether you submit a simple or elaborate design for powder or perfume boxes, you'll find that Rowell can manufacture exactly what you want. And if seeking a suitable box already madeup, ready for delivery on short notice, you'll find we offer a complete variety in shapes and sizes—any one of which will be a definite sales asset to your product.

Illustrated: This sturdy oblong powder box has an unusually heavy extension base.

# E. N. ROWELL CO., INC.

New York Office: SEWELL H. CORKRAN, 30 East 42nd St.
Phone: MUrray Hill 2-3447

Chicago Office: HAROLD G. MacKAY, 444 Grand Ave. • Phone: SUperior 1676

Hollywood, Cal., Office: C. H. E. DUNN, Guaranty Bldg.

6331 Hollywood Blvd. Phone: Hollywood 0111

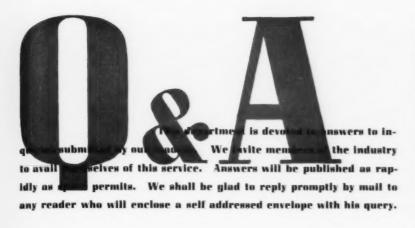
Boston Office: H. P. TUCKER, 52 Chauncey Street

Phone: Hancock 0398

St. Louis Office: THE DICK DUNN Co., Merchandise Mart
Bldg., 12th Blvd., & Spruce St. Phone: Central 3544

Detroit Office: H. E. BROWN, 2842 W. Grand Blvd.

• 319 Curtis Bldg, Phone: Trinity 2-0191



# 163.—NAIL LACQUER REMOVER

Q. I would appreciate a formula for a nail lacquer remover and a method for inhibiting evaporation which would not affect the solvent properties of the remover, and also allow this product to maintain an odor which will not be displeasing or nauseating.—R. L., S. Dakota.

A. Looking over the list of solvents given in Poucher's new Vol. III of Perfumes, Cosmetics & Soaps, we find two columns of solvents of which several might be useful to you. Some of these like di-ethyl carbonate are poor solvents for cellulose acetate or nitrate and must be used in combination with alcohols or esters. Ethyl lactate is odorless when pure. Its high boiling point prevents its rapid evaporation. Butyl lactate can also be used. Some of the glycols, their esters or ethers are good too. All of these have boiling points sufficiently high to prevent rapid evaporation. Many are odorless or nearly so. You might also see a volume of Durrans, Solvents.

# 164.—AGEING DIFFICULTY

Q. We make a product containing bi-chloride of mercury among other materials as listed. We get white specks in this product on ageing. How can we make this product so that specks won't appear?—G. H., Delaware.

A. Something in the product you are making is causing a precipitation of either a reduced mercury chloride, or a new compound formed from the inter-reaction of the numerous ingredients. Your raw materials might be contaminated somehow, and it is advisable to check these. If this

doesn't solve your trouble, we suggest that you have the "specks" analyzed by a chemist, who might be able to suggest from this, some method of solving your problem.

# 163.—EMULSIONS

Q. We have secured a formula for an emulsion and want to know if this can be made. (The formula follows) If so, what working suggestions can you offer? Would the addition of cetyl alcohol, lanolin, lecithin, or cholesterin make it more beneficial? How can we preserve the vitamins of the lemon and cucumber juices and still have the emulsion efficacious?—B. R., New York.

A. We doubt if your formula will give you a stable product. There doesn't seem to be sufficient emulsifier present. Not only that, but the lemon juice will break the emulsion made as soon as it forms. The additions of any of the ingredients you mention would do little to stabilize your formula, as the formula proper seems wrong. As far as the preservation of the vitamins in your juices is concerned, we'd suggest you preserve the juice itself and forget the vitamins. If you want to make a solid cream with the juices, use an absorption base. If you want a liquid product use a mucilage of some kind. or one of the new acid emulsifiers.

# 166.—ROLLING MASSAGE CREAM

Q. We have been making a rolling massage cream using corn starch as basic material. However, after being packed cold into the jars, a slow hydrolysis takes place and after about three weeks the contents of the jar are too soft to be saleable. We are unable to purchase moist casein here.

which would be the ideal raw material. Kindly submit a workable noncasein formula, or give us a tip on how to approach the difficulty.— S. S., Canada.

A. We don't have your formula before us, and so can only guess at your difficulty. It is probably fermentation due to insufficient or incorrect preservative. Try benzoic acid, 1:500, or one of the p-hydroxy benzoic acid esters. Some of the proprietary compounds are good too. See the Preservatives Bulletin, obtainable free from The American Perfumer, for further information on these. If this is not your difficulty, please send in your formula, and we will try to be of more help to you.

### 167.—SHAVING PRODUCTS

Q. We are interested in making shaving soap, both in cake and cream form. Would you oblige us with some formulas? Also, could you send us formula for shampoo similar to "Drene."—F. G., Canada.

A. Shaving products are not so much formula as technique of manufacture. These products are exceedingly difficult to make even by experienced soap men, let alone by the neophyte. Accordingly, we are sending you under separate cover information on the use of specialties. As for "Drene" shampoo, we might say that you have apparently not been reading either this department or Desiderata, both of which have commented extensively on this type shampoo. If the Bulletin on Wetting Agents given free by the American Perfumer hasn't helped you, there is nothing further that we can add. Sorry.

### 168.—WAX DEPILATORY

Q. Will you kindly advise me on the chemical nature of "a new wax-like preparation that is softened by warming on an electric heater and spread on the skin. After cooling it is peeled off, removing all visible hair growth."

—A. A., Mexico.

A. This is probably a wax type of depilatory, made from rosin and waxes. A typical formula follows:

Melt the rosin and wax, mix, then add petrolatum. Perfume and pour into stick moulds.



Pioneering in the manufacture of collapsible tubes, Wheeling has long been known as a leader in the field. Today the large factory operated by Wheeling, in Wheeling, is one of the most modern in the country. Here intricate machinery transforms ingot tin into collapsible tubes of perfect dimensions and decorates them in many colors ready to be filled and shipped to the markets of the world.

Years of experience—ultra modern machinery—almost unlimited capacity—beauty and utility of finished product—all have made the name "Wheeling" one which tube users know and respect. We solicit your inquiry.

# CAPS

Wheeling stock design bottle caps are available in sizes from 8 to 33 m/m inclusive. These caps are molded to conform to the Glass Container Association standards. Walls and heads are sufficiently thick to avoid breakage and satisfactory liners may be inserted in the caps in accordance with the product or preparation to be packaged.

# WHEELING

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WHEELING STAMPING COMPANY Wheeling, W. Va.

Eastern Rep., George K. Diller, 90 W. Broadway, New York. Cleveland: Eliiott Sales Service Company, 2446 West 25th St., Cleveland, Ohio. St. Louis: Carl H. Floto, 908 Clark Ave., St. Louis, Mo.



The American Perfumer

# NEW PUBLICATIONS

Unless otherwise stated, copies of any of the material mentioned in this section may be secured by writing direct to the company.

☐ "Vitamin Cosmetics" by M. G. de	the fact that it is perfumed. Whether	industries. It con is indexed.
Navarre is the leading article in the December issue of "Progressive Perfumery and Cosmetics", house organ of Van Dyk & Co., 57 Wilkinson Ave., Jersey City, N. J. Other articles in this interesting pamphlet are "The Newest Stage in Liquid Shampoos" by J. W. Orelup, and "Formulating Lipstick Base" which suggests	this practice will be contined is at present not definitely settled. The November number is the first issue and if subsequent issues are as interesting it bids fair to find a place for itself in the publishing world.  The Connecticut Agricultural Experiment Station, New Haven, Conn.,	Baumodors, and perfumery and seribed in a pam Pilar Freres, Grato the American French, Inc., 16 York, N. Y., Amerompany.
how undesirable factors in this prod- uct can be eliminated.	has issued its 41st report on food products and 29th report on drug	
☐ Wholesale Price List for December issued by Fritzsche Brothers Inc., 76 Ninth Ave., New York, N. Y., contains the many products offered by	products and 25th report on drug products. Bulletin 401 contains both; but by far the greater part of the 22 pages is devoted to foods.	☐ The Harvestin told in a brief by M. Cortizas in "Vanilla Market News," issued b
this company for use in our industry, including essential oils, aromatic chemical preparations, flavors and	☐ "How to Handle Grievances" by Glenn Gardiner has been issued by the Elliott Service Co., 219 East 44th St., New York, N. Y. The manual of	800 N. Delaware Pa.
colors.	52 pages is intended to guide persons	☐ Florida Fruit of Florida citru
The art of perfumery is contrasted with other arts such as painting, sculpture and music, in the December issue of the "Givaudanian," issued by	in supervisory authority, in industry and business. On account of the atten- tion which has been focused upon the urgency of dealing with employee griguages in an intelligent and offer	scribed and liste the trade by Wa 305 Morgan St.,
Givaudan-Delawanna Inc., 80 Fifth Ave., New York City. This article emphasizes the fact that modern per- fumery has remained faithful to its	grievances in an intelligent and effec- tive manner, the company offers the booklet in quantities at various prices.	☐ The Christm Hazel-Atlas Gla W. Va., showed grandfather and
established principles, and has not succumbed to the pathologic growths which the other arts have developed. This issue also contains an article on	"Twenty Years of Consolidated Service" to the Chemical and Process industries is the way the Consolidated Products Co., Inc., 15 Park Row,	expectant at the by way of the f quoted a portio carol by Phillips
sunburn preventatives and a discussion on an improved method for the determination of linalool.	New York, N. Y., heralds the brief but interesting message by its presi- dent, A. Kahn, on the cover of "Con- solidated News" for December. In it	pany also reproc Christmas mess trade publication mercial advertis
☐ Various Interesting New Uses for Durez in the toilet preparations and	are listed the numerous machines and equipment the company offers.	
allied fields are given in the latest issue of "Durez Packaging News"	Proceedings of the Ninth Annual	☐ The "Drum organ published
published by General Plastics, Inc., in North Tonawanda, New York.	Meeting of the Association of Canadian Perfumers and Manufacturers of Toilet Articles held June 7 and 8,	& Reynard, Inc pamphlet, contain many of the con
"New Ideas for Everybody" is the name of a new magazine which has made its appearance under the editorship of Hugo Bernsback, 99	1937 have been issued in pamphlet form. A complete list of the mem- bers with representatives is a feature of this pamphlet.	ucts together wit the numerous i organization ser considerable spa background of e
Hudson St., New York, N. Y. The pocket size magazine contains 100 pages and is made up of short paragraphs each devoted to an idea for various purposes ranging from ideas for making money to ideas for health, safety and careers. An inter-	☐ Suggestions as to the Applications of the Aromatic Materials manufactured by Givaudan-Delawanna, Inc., New York, N. Y., are given in an attractive new catalog which has been issued by the company. The catalog	☐ A 1938 cale beautiful scenes natural colors Chuit, Naef & American repre
esting feature for the first number is	is known as Catalog No. 10, is attrac-	ich & Co., New

tively bound and illustrated and includes not only a list of all the important aromatic materials produced by Givaudan-Delawanna and used by the perfume, cosmetic and soap industry but also covers a variety of products of this type used in other industries. It contains 40 pages and is indexed.

- ☐ Baumodors, natural fixatives for perfumery and soap making are described in a pamphlet issued by S. A. Pilar Freres, Grasse, France and sent to the American trade by Benjamin French, Inc., 160 Fifth Ave., New York, N. Y., American agents for this company.
- ☐ The Harvesting of Vanilla Beans is told in a brief but interesting way by M. Cortizas in the latest issue of "Vanilla Market Review and World News," issued by M. Cortizas Co., 800 N. Delaware Ave., Philadelphia, Pa
- ☐ Florida Fruit Products consisting of Florida citrus oils are fully described and listed in a leaflet sent to the trade by Warren E. Burns, Inc., 305 Morgan St., Tampa, Fla.
- ☐ The Christmas Card from the Hazel-Atlas Glass Co., Wheeling, W. Va., showed a photograph of a grandfather and grandchild happily expectant at the approach of Santa by way of the family fireplace, and quoted a portion of the Christmas caro¹ by Phillips Brooks. The company also reproduced this card as its Christmas message in December trade publications, replacing commercial advertisements.
- ☐ The "Drum Keg", a new house organ published by Magnus. Mabee & Reynard, Inc., is a newsy little pamphlet, containing information on many of the company's latest products together with news of interest to the numerous industries which the organization serves. It also devotes considerable space to the historical background of essential oils.
- ☐ A 1938 calendar, illustrated with beautiful scenes in Switzerland in natural colors was sent to us by Chuit, Naef & Co., Geneva, whose American representative is Firmenich & Co., New York, N. Y.



# NEW YORK REPORT

THE downward trend in essential oils, aromatic chemicals, and miscellaneous articles was extended over the closing weeks of last year. The declines in many cases were carried a little further than anticipated reflecting the keen desire on the part of dealers to reduce stocks before the end of the year.

Despite the setback in prices a decidedly better feeling has developed. There are a number of oils and chemicals at a level which should encourage buying. An improvement in retail sales was reported as the result of the usual Christmas holiday trade. Inventories of finished goods have been considerably reduced, and there is a general feeling that activity in the wholesale markets will improve as replenishments become necessary.

# Citrus Oils

Developments in citrus oils were highly interesting in character. Liberal offerings of domestic orange oil emphasized the competitive position of the market. A complete reversal was noted in the trend of lemon oil. During the past few weeks advices have indicated that lemon oil production in this country may be on the conservative side this year. The spot market on Italian lemon oil was rather slow in reflecting the upward trend abroad, but most trade factors are of the opinion that this market will go higher on the slighest improvement in demand. While actual figures of lime oil production in Mexico are not available, consular invoices covering export shipments indicate that exports to the United States during 1937 will reach a value of \$50,000 which it is believed is a fair measure of production as the bulk of the State of Colima's output is shipped to the United States market.

Price movements in anise and cassia favored consumers. There is still considerable uncertainty concerning replacements because of conditions in the Far East. Demand for these oils, particularly anise proved disappointing over the past month. Even though supplies are small there is more than enough merchandise to go around.

Peppermint, lavender, Ceylon citronella and clove are all lower. Java citronella oil has been quiet, but toward the close of last month slightly higher cables were received following reports to the effect that a bill, the provisions of which became effective January 1, was passed in the Netherland Indies establishing exchanges and requiring export permits for a number of articles including citronella.

### **Aromatic Chemicals**

Some of the higher aldehydes were commanding a fair amount of attention, but aromatic chemical manufacturers pointed out that the character of business was typical of that usually noted in December. Manufacturers in most cases seemed confident however, that total sales for the year would make a fair to good showing.

Citral was rather unsettled. Some holders seemed very anxious to move stocks. Certain grades of geraniol were offered at fairly attractive levels, but the requirements of the consuming trade were small. Shading of prices forced terpinyl acetate down to a lower level.

# Soap Oils

Price movements in soap oils were confined within narrow limits. On the whole the market was fairly steady throughout the period. The nearby outlook seems rather clouded since the future trend largely depends on developments abroad. Stocks of these articles were small but buying was restricted.

Quotations on glycerine were reduced sharply. Such a development had been more or less expected however in view of the gradual decline in crude materials as well as the extended period of inactivity. Vanilla beans were quiet. While the spot market for Bourbon beans favored buyers, advices from France were firm because of the small quantities of good quality merchandise available for shipment. Buying of green beans has started in Mexico. It is understood that holders are very firm in their ideas so that indications seem to point to a continuation of current prices.

# Japanese Menthol

Orders for Japanese menthol were confined to small lots. Arrivals were considerably larger over the past month and because of a narrow buying movement the spot market suffered a decline. It appears to be a question whether the market has reached the bottom. Some importers point out that a good portion of recent arrivals have gone directly into consumption while in the other directions it is said that these goods have accumulated and are for sale in the open market.

# VENEZUELAN MARKET

Toilet preparations manufactured in Venezuela include "eau de cologne," hair tonics and simple cosmetics. No large scale production of any of these products has been attempted, although existing enterprises appear to be holding their own in the market.

No new types of soap were manufactured in Venezuela during 1936. Low-priced toilet soaps, which had made a marked impression on the market in 1935, continued to hold a substantial share of the market. Imported soaps, due partly to the high tariff and partly to the satisfactory quality of domestic production, are becoming more and more a luxury from the point of view of most pur-chasers. Venezuelan-made soaps are made with a coconut oil base and include perfumed toilet soaps, laundry soaps and medicated soaps. (Office of Commercial Attache, Caracas.)



This year your product is more "on its own" than ever. This year, more than ever, it needs all the planned appeal of a Package by Ritchie-display value that wins dealer cooperation-design distinction that wins consumer preference - economy that wins enthusiastic approval all down the line!

# XMAS WAS MADE ESPECIALLY MERRY

for the manufacturers of these products. On the left, a handsome setting for some famous cosmetics. On the right, a brand new packaging-merchandising idea for hosiery. Created by Ritchie, both of these outstanding package successes have the familiar Ritchie characteristic of looking far more expensive than they actually are.

This is the beginning of Ritchie's 72nd year of designing and manufacturing packages for almost every type of product. Isn't this a good time for you to investigate the many advantages of a Package by Ritchie? Write for complete information about the free design service offered responsible manufacturers

# MERCHANDISING PICTURE AS RESULT OF RECENT TRADE ACTS

With recent trade laws making it prohibitively costly to give "advertising allowances" for retail display space, merchandising experts are placing new emphasis on package design as a means of obtaining counter and window display free. Consumer objection to higher prices make the adoption of a reasonably priced package important, it is also pointed out.



Set-up Paper Boxes - Fibre Cans

COMPANY • 8845 BALTIMORE AVENUE • CHICAGO

CINCINNATI

DENVER



# MORE COLORFUL CARTONS WITH NEW RIDGELO CLAY COATED TINTS

A spectacular addition to the Ridgelo boxboard line of white, and standard colors, 8 new Skytints—the result of months of research covering boxboard color sales—designers' preferences—practical printing requirements. Selected because they are the essence of experience in sales, in colors, in printing, in consumer choice. Each of the Skytints is non-fading, commercially fast-to-light for durable display, and uniform cartons. Folding boxes developed from Skytints are easily identified. Because they are original, tested colors, they will appeal favorably to purchasers. All 8 tints are light enough to be used with harmonising or contrasting inks to produce effective carton designs with a minimum of press impressions. They are economical, too, because the tints are stocked ready for shipment in sheets 28x44, .016. India, Beige, Sea Foam, Grey, Tea Rose, Ivory, Azure and Peach.

Ridgelo

Send now for a sample book showing each of the 8 Skytints, printed with proved inks to give actual carton color plans

RIDGELO-"THE BEST KNOWN NAME IN BOXBOARD"

MADE AT RIDGEFIELD, N. J. BY LOWE PAPER COMPANY

Representatives E.C. Collins, Baltimore \* Bredner Smith and Company and Mac Sim Bar Paper Company, Chicago \* H. B. Koyce, Delitoit

Blake, Mollit & Towne and Zellerbach Paper Company, Facilic Coast \* A. E. Kellogg, 51 Louis \* W. P. Bennett & Son, Toronto

# PRICES in the NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OIL	S	Laurel	6.50@ 8.00	Clove	3.25@ 5.00
Almond Bit., per lb	\$2.25@ \$2.75	Lavender, French		Coriander	40.00@
S. P. A		Lemon, Italian		Geranium	8.00@ 12.50
Sweet True		Calif.		Grapefruit	45.00@ 60.00
Apricot Kernel	.30@ .35	Lemongrass		Sesquiter peneless	85.00@
Amber rectified	.48@ .55	Limes, distilled		Lavender	8.00@ 8.50
Ambrette(oz.)		expressed		Lemon	
Amyris balsamifera	3.00@ 3.25	Linaloe		Lime, ex	
Angelica root		Lovage	65.00@ 72.00	Orange, sweet	
seed	90.00@	Mace, distilled	1.25@ 1.35	bitter	
Anise, U. S. P	1.35@ 1.50	Mandarin		Petitgrain	
Aspic (spike) Span		Marjoram			
French	1.55@	Melissa		Rosemary	
n. I	E EO ( ) 2E	Mustard, Genuine	8.50@ 9.00	Saga, Clary	-
Balsam, Peru	5.50@ 6.25 4.25@	artificial		Vetivert, Java	35.00@
Balsam, Tolu, oz		Myrrn		Ylang-Ylang	28.00@ 35.00
Basil(oz.)		Myrtle	3.35@ 3.75		
Bergamot		NI I D. I D	115 000 120 00	DERIVATIVES AND CH	EMICALS
Birch, sweet		Neroli, Bigarde, P			
Birchter, crude		Petale, extra		Acetaidehyde 50%	
Birchter, rectified		Nutmeg	1.25@ 1.35	Acetophenone	1.35@ 2.00
Bois de Rose	1.55@ 2.10	Olibanum	5.00@ 5.25	Acetyl Iso-eugenol	7.50@ 8.00
Sois de Rose Litter Litter		Orange, bitter		Alcohol C 8	16.00@ 20.00
Cade, U. S. P	50@ 55	sweet, W. Indian	2.15@ 2.50	C. 9	25.00@ 40.00
Cejeput	.65@ .75	Italian		C. 10	20.00@ 28.00
Calamus	3.50 Nom'l.	Spanish		C !!	17.50@ 22.00
Camphor "white"		Calif. exp		C 12	14.00@ 25.00
Cananga, Java native		Orris root, con. (oz.)		Aldehyde C 8	25.00@ 30.00
rectified		Orris root, abs. (oz.)		C. 9	40.00@ 65.00
Caraway		Orris Liquid		C.10	30.00@ 45.00
Cardamon, Ceylon	30.00@ 38.00			C 11	
Cascarilla		Parsley		C.12 C.14 (so-called)	
Cassia rectified, U. S. P		Patchouli		C 16 (so-called)	13.00@
Cedar leaf		Pennyroyal Amer		Amyl Acetate	.75@ 1.00
Cedar wood		French	1.50@ 1.65	Amyl Butyrate	
Cedrat		Peppermint, natural		Amyl Cinnamate	
Celery		redistilled	2.35@ 2.65	Amyl Cinnamate Aldehyde.	2.25@ 3.75
Chamomile(oz.		Petitgrain		Amyl Formate	1.60@ 1.90
Cherry laurel		French		Amyl Phenyl Acetate	3.00@ 5.55
Citronella, Ceylon		Pimento		Amyl Salicate	
		Pine cones		Amyl Valerate	
Clave Zeriber		Pine needles, Siberia		Anethol	
Cloves Zanzibar		Pinus Sylvestris		Anisic Aldehyde	3.00@ 3.25
Cognac		Pumillonis	1.75@ 1.90		
Copaiba		Rhodium, Imitation	2.10@ 3.25	F. F. C.	
Croton		Rose, Bulgaria (oz.)		Benzophenone	. 1.55@ 1.90 . 1.45@ 1.75
Cubebs		Rosemary, French		Benzyl Acetate	
Cumin		Spanish		Benzyl Alcohol	
Curaçoa peels					
Curcuma		Sage Clary		Benzyl Butyrate	
Cypress		Sage, Clary	£5.00@ 30.00	Benzyl Cinnamate	
-,		Australia		0 1 5 .	
Dillseed	. 2.75@ 3.75	Sassafras, natural		0 11	
		artificial			
Elemi		Spearmint		P 1	
Erigeron		Snake root	11.25@ 13.75	P. I A	
Estragon		Spruce			
Eucalyptus	.45@ .50	Styrax		Butyl Acetate	60@
Fennel, Sweet	1.25@ 1.30			Butyl Propionate	2.00@
rennet, Sweet	. 1.25@ 1.30	Thyme, red	90@ 1.35	Butyricaldehyde	. 12.00@
Galbanum	. 15.00@	White	95@ 1.40	Carvene	
Geranium, Rose		Valerian	14.00@ 14.50		
Algerian	4.00@ 5.00	Verbena			3.75@ 4.50
Bourbon	. 3.80@ 4.25	Vetivert, Bourbon			. 2.90@ 3.40
Spanish		Java		0:	
Turkish		Wintergreen		C:   A	
Ginger				Cinnamyl Butyrate	
Grapefruit		Wormseed		Cinnamyl Formate	, 13.00@
Cone.	24.00@	Wormwood	. 2.75@ 3.05	Citral C. P.	. 1.75@ 2.80
Gualac (Wood)	\$3.10@ \$3.50	Ylang-Ylang, Manila	22,00@ 30.00	Citronellal	
Hemlock	1.05@ 1.25	Bourbon		Cirronellol	
Hops(oz.	8.50@ 13.00	23415011	. 3.00@ 7.30	Cirronellyl Acetate	
Hyssop		TERRENEI FEE	III e	Coumarin	
		TERPENELESS O	ILS	Cuminic Aldehyde	. 27.00@ 48.00
Junper Berries		Bay			
Juniper Wood	50@ .60	Bergamot	. 9.00@ 14.00		

# **HEADQUARTERS**



# TURTLE OILS

REGULAR and REFINED

Very beneficial ingredient for nourishing and muscle building face creams.

ESSENTIAL OILS
AROMATIC CHEMICALS
NATURAL FLOWER OILS
SYNTHETIC FLOWER OILS
MODERN AND DISTINCTIVE
PERFUME BASICS

DISTINCTIVE and CHARACTERISTIC
FLAVOR OILS

PERFUMERS' TINCTURES
RESINOIDS

TERPENELESS and

EXTRA CONCENTRATED ESSENTIAL OILS

FLORAL WATERS

OLEO RESINS

FRUIT ESTERS

**BALSAMS and GUMS** 

Beautiful COLORS of proven merit

NVESTIGATE our obligation—free service on problems pertaining to an outstanding odor, a delectable flavor or a sparkling color.

Write for samples and be your own judge. Compare them point for point, price against price.

Uniformity at all times guaranteed

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# Your own brand of cosmetics . . .

must bring you a satisfactory profit but above all must possess merit and distinction.

Our own formulas are the result of thirty years of experience—but we can develop your formulas if you so prefer.

You can buy our products in packages completely finished for resale, or packaged but not labeled, or in bulk if you want to do your own packaging.

Check in the appended list the items you wish to stock, or send for one of our confidential price lists. This carries no obligation to purchase.



We list only the fast selling items. If what you need is not listed, let us know and we will advise you promptly regarding it!

CREAMS
Acne
All Purpose

All Purpose Bleach Cleansing Cocoa Butter

Cold Foundation Lemon

Tissue Beauty Mask Clay Pack Deodorant

**SUNDRIES** 

Rouge Compact Lip Sticks Sundries (Cont'd) Liquids (Cont'd Cream Rouge After Shave

Cream Rouge After Shave
Eye Shadow Lotion
Dusting Powder Deodorant

LIQUIDS Perfumes

Perfumes
Toilet Water
Shampoo
Hair Tonic
Lotions
Skin Tonics
Astringent
Prilliantine

Astringent Brilliantine Powder Base Muscle Oil EACE DOWNER

FACE POWDER
More than 70
shades of the
highest grade in
Light, Med. and
Heavy weight
carried in stock.
The quality of
our Face Powder has a world
wide reputation.



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(Continued from pag	e 87)		Styralyl Alcohol 15.00@	20.00	Paraffin
Diethylphthalate	.26@	.35	Terpenyl Acetate	1.25	Petrolatum, white07@ .11
Dimethyl Anthranilate Dimethyl Hydroquinone	6.50@ 2.40@	8.50 3.50	Terpineol, C. P	.36	Potassium, Carbonate14@ .19 83@85%05½@ .07
Dimethylphthalate	.50@	.60	Thymene	1.65	Caustic
Diphenlymethane	1.70@	2.25			88@92%
Diphenyloxide		1.00	Vanillin (clove oil) 3.10@ (guaiacol) 3.00@	3.25	Hydroxide U.S.P
Ethyl Acetate	.30@ 5.75@	.50 7.50	Vetiveryl Acetate 30.00@		Quince seed
Ethyl Anthranilate	1.20@	1.75	Violet Ketone Alpha 5.00@	10.00	Quince seed
Ethyl Butyrate	1.00@	1.25	Beta 5.50@ Methyl 5.25@	8.00	Rice starch
Ethyl Cinnamate		3.85			Rose leaves, red 2.10@ 2.25
Ethyl Propionate			Yara Yara (methyl ester) 1.50@	1.75	Rose water, djn 4.75@ 5.00
Ethyl Salicylate	1.15@	2.50	BEANS		Salicylic acid
Ethyl Vanillin	9.50@ .65@	14.25	Tooks Bassa Bassa 1 250	1.40	Saponin 1.70@ 1.75
Eugenol			Tonka Beans, Para 1.25@ Angostura 2.50@	2.75	Salt, works, ton 14.80@ 15.50
Constal dom	1.15@	2.85	Vanilla Beans		Soap, neutral white
Geraniol, dom		3.00	Mexican, whole 4.25@	4.60	58% light, 100 pounds 1.35@ 2.35
Geranyl Butyrate	6.00@	8.00	Mexican, cut 4.10@	4.20	Hydroxide, 76% solid, 100 pounds
Geranyl Formate	5.00@	7.00	South American 4.00@	4.00	Silicate, 40°, drums, works, 100
Heliotropin, dom	2.20@	3.00	304111 American 4.00@	7.23	pounds
foreign	2.35@	2.50	SUNDRIES AND DRUGS		Styrax
Hydratopic Aldehyde Hydroxycitronellal	25.00@ 2.00@		Acetone	.061/4	Sulfur, precip
			Acid, muriatic, 18°, 100	100/4	
Indol, C. P (oz.)	1.90@ 2.30@	4.25	pounds	2.45	Tartaric acid 243/4@ 251/4
Iso-borneol			Sulfuric 66°, ton, drms	35.00 4.68	Titanium oxide
Iso-butyl Benzoate	2.75@	3.25	Almond meal	.25	Tragacanth, No. 1
Iso-butyl Salicylate			Aluminum chloride	20.00	
Iso-eugenol	3.50@ 2.00@	3.60	Ambergris, ounce 23.00@	30.00	Venice turpentine, gal35@ .45
		4.75	Balsam, Copaiba	.36	Violet flowers
Linalcol	2.35@ 2.45@		Peru	.90	
Linelyl Anthranilate	15.00@		Tolu	.58	Zinc oxide, U. S. P. bbls
Linalyl Benzoate		12.00	yellow	.39	Peroxide
Linalyi Formate	7.00@	12.00	Bismuth sub-nitrate 1.13@ Borax, crystals, carlot, ton 48.00@	E0 00	
Menthol, Japan			Boric Acid, ton125.00@		
Synthetic	2.25@ 1.35@	3.00			OILS AND FATS
Methyl Anthranilate		3.00	Calcium, phosphate	.20	
Methyl Benzoate			Phosphate, tri-basic	.15	Tallow, N. Y. C. extra. \$ .05% @
Methyl Cinnamate			Camphor	.61	Grease white
Methyl Heptenone	2.50@	4.50	Cestoreum	1.50	Coconut Oil, tanks09 @ .11½
Methyl Heptine Carbonate  Methyl Iso-eugenol			Pure 1.90@	2.15	Corn Oil, distilled, bbls09 @ .091/2
Methyl Octine Carbonate					Red Oil, distilled, tanks083/4 @ .093/4
Methyl Paracresol	3.00@		Cherry laurel water, djn 4.75@ Citric acid	5.25	White, drums121/8 @ .13
Methyl Phenylacetate Methyl Salicylate		2.75	Civet, ounce 5.00@	5.50	Stearic acid
Musk Ambrette		4.35	Clay, Colloidal	.15	Triple pressed
Ketone		4.50	Cocoa butter lump	.25	Saponified
Xylene		1.40	,		Coconut, Manila Grade,
Nerolin (ethyl ester)		1.80	Fuller's Earth, ton 15.00@	33.00	tanks
Nonyl Acetate	.15@ 46.00@	48.00	Gum Arabic, white	.28	Corn, crude, Midwest mill, tanks
0.11.11	35.00@		Amber	.14	Cotton, crude, Southeast,
	_		Gum Benzoin, Siam 1.20@	1.45	tanks
Paracresol Acetate	3.50@		Sumatra	1.05	Lard, common No. 1 bbls081/2 @ Palm, Niger, casks04 @
Paracresol Methyl Ether Paracresol Phenyl-Acetate	2.50@ 7.50@		Gum myrhh	.40	Palm, Niger, casks04 @ Palm, kernel, tanks04/2 Nominal
Para Cymene (gal.)	1.25@	1.65	U 1	15	Peanut Refined, barrels10 Nominal
Phenylacetaldehyde 50%	2.25@		Henne, powd	.15	Soya beans, mill, tanks06 @
Phenylacetic Acid	6.50@ 2.25@	9.00 4.00	Tryonogon poroxido	.00	Tallow, acidless, barrels091/2 @
Phenylethyl Acetate	2.95@	5.60	Kaolin	.05	Whale Refined, barrels09% @ .09%
Phenylethyl Alcohol Phenylethyl Anthranilate	2.75@ 16.00@	4.00	Labdanum 3.25@	5.00	
Phenylethyl Butyrate	8.00@	12.00	Lanolin, hydrous	.20	GLYCERINE
Phenyl Formate	12.50@	18.00	anhydrous	.24	
Phenylethyl Propionate Phenyl Valerianate		9.75	Magnesium, Carbonate063/4@	0714	C. P., drums extra151/2 @ .16
Phenylpropyl Acet	8.00@		Stearate	.25	Dynamite, drums extra15½ @ .16 Saponification, drums09½ @ .10
Phenylpropyl Alcohol	4.50@		Musk, ounce 15.00@		Soap, lye
Phenylpropyl Aldehyde	7.25@		Naptha, cleaners, th. cars091/2@	10	
Rhodinol	8.50@	18.00	trapina, cleaners, in. cars09/2@	.10	ROSIN
Safrol	.60@	.70	Oilbanum, tears	.28	KOSIN
State C P (or )	22.50@	8.50	siftings	.10	Barrels of 280 pounds
Skatol C. P	5.25@ 8.50@		Orange flower water, gal 1.50@ Orris root, powd	.18	M 7.30 N 7.35
	-				

modernized packages will not sell

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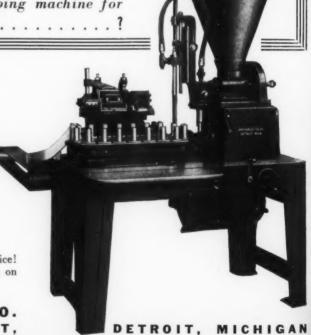
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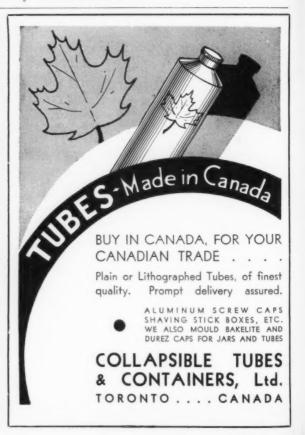


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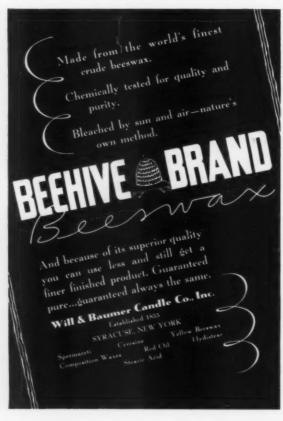
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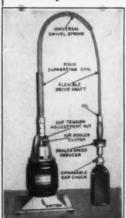
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